



The

Manufacturing Confectioner

PUBLIC LIBRARY
NOV 18 1952
DETROIT

ONEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



**NOVEMBER
1952**

**Salted Nuts: A Challenge
Caramels by Continuous Cooking**

Original contract to be held by buyer. The duplicate to be returned to seller.

CONTRACT New York

Contract No. *Sterwin Chemicals*

Sterwin Chemicals, Inc.
 SUBSIDIARY OF STERLING DRUG INC.
 1150 BROADWAY
 NEW YORK 18, N. Y.

SOLD TO	
ARTICLE	
QUANTITY	
STYLE AND SIZE OF PACKAGES	
PRICE	
TERMS	

Contract in U.S. Dollars

What's the Value of a

STERWIN CONTRACT?

ASK THE MAN WHO SIGNED ONE

ZIMCO®

Consult your
Flavor Supplier

No contracts are made in excess of our capacity to supply, barring strikes, government regulations, etc. Contracts enable us to properly organize and execute production. A Sterwin contract insures your supply of Zimco Vanillin within limits of your actual requirements.

Our distribution is handled by our own sales organization with district offices covering the entire U.S.A. A limited number of long established, recognized dealers also handle our Zimco Vanillin in bulk.

We have produced this **pure crystalline** Vanillin continuously since 1937 by our own exclusive patented process.

This long experience has enabled us to achieve the present uniform high quality. Today Sterwin's Zimco brand of Vanillin is recognized by the entire food industry as the top quality product. There is no finer Vanillin flavor. Ask the man who uses it.

Flavor manufacturers are your best source of flavors in finished form ready for use in your products.

Write today for our latest Catalog.

Sterwin Chemicals, Inc.

1150 BROADWAY, NEW YORK 18, N. Y.

445 Lake Shore Drive, Chicago 11, Ill.

Wholesale stocks: NEW YORK, CHICAGO, LOS ANGELES

Shipments made DIRECT FROM FACTORY: ROTHSCHILD, WISCONSIN

WORLD'S LARGEST SUPPLIERS OF VANILLIN



?

g
p-
es
e-

th
of
co

ly

m
ed
is

ed



ALVA FLAVORS • ALVA FLAVORS • ALVA FLAVORS • ALVA FLAVORS •

Aesthetic... Yes!
BUT TECHNICALLY RIGHT TOO



The peak in flavor perfection! Yet Alva flavors are soundly designed by an organization of capable food chemists whose knowledge, experience and facilities are unmatched. An Alva flavor is perfection in flavor and technically right in the product for which it is recommended.

You should examine the new

LEMON — LIME — ORANGE

imitation confectionery flavors developed from new materials that are remarkable for imparting superbly natural flavor to finished confections.

Write for the big complete ALVA catalog and see ALVA Flavors' complete line in every quality, strength and price class.

VAN AMERINGEN-HAEBLER, INC.

521 WEST 57th STREET
NEW YORK 19, N. Y.



ALVA FLAVORS • ALVA FLAVORS

ALVA FLAVORS •

YOU CAN MAKE MINE MINT!



... NOT just any mint, mind you,
but rather the kind that leaves a taste
that is nice and clean and coolly refreshing to the mouth.
Ah, but there's a world of difference in mints!
They're like the little girl in the nursery rhyme
who, "when she was good, she was very, very good,
but when she was bad, she was horrid."
And that's the way it is with mints. . . .
they can be very, very good—and many of them are—
or they can be plainly and simply horrid!
That's why, if you're at all concerned about repeat sales,
you should flavor your mint confection
with carefully selected oils
of unquestioned origin and quality.
Pound for pound, they'll probably cost a trifle more,
but in the final accounting, where profits are really made,
you'll find you can use less flavor
and still produce tastier candies. . . .
and with tastier candies, more sales.
That's why it will always pay you to use mint oils
backed up by the unqualified guarantee of FRITZSCHE. . . .
A FIRST NAME IN FLAVORS SINCE 1871.

Write for **FREE** handy Flavor
Selector and Cost Calculator,
also catalog . . . on
your letterhead, please.

FRITZSCHE

Established



1871

Brothers, Inc.

PORT AUTHORITY BUILDING, 76 NINTH AVENUE, NEW YORK 11, N. Y.

BRANCH OFFICES and STOCKS: Atlanta, Georgia, Boston, Massachusetts, Chicago, Illinois, Cincinnati, Ohio, Cleveland, Ohio, Los Angeles, California, Philadelphia, Pennsylvania, San Francisco, California, St. Louis, Missouri, Toronto, Canada and Mexico, D. F. FACTORY: Clifton, N. J.

Edited and Published
in Chicago

*The Candy Manufacturing
Center of the World*

EARL R. ALLURED
FOUNDER

EDITOR AND PUBLISHER
P. W. Allured

TECHNICAL EDITOR
Wesley H. Childs

MANAGING EDITOR
Alice W. Burnham

EASTERN MANAGER
Stanley E. Allured

CIRCULATION DIRECTOR
James W. Allured

ADVERTISING OFFICES

Oak Park, Ill., 418 No. Austin Blvd.
Allen R. Allured, Euclid 6-5099

New York 36, 303 W. 42nd St.
Stanley E. Allured, Circle 6-6456

San Francisco 4, Mills Bldg.
Duncan A. Scott & Co.,
Garfield 1-7950

Los Angeles 5, 2978 Wilshire Blvd.
Duncan A. Scott & Co., Dunkirk 8-4151

London, England, Prospect House
Heath Street, N. W. 3
M. G. Reade



The Manufacturing Confectioner

READ WHEREVER CANDY IS MADE

NOVEMBER 1952
Vol. XXXII No. 11

Confectioners' Briefs	6
Flashbacks to November, 1927	16
A Continuous Caramel Operation	A Staff Report 20
Challenge to the Candyman: Salted Nuts	LeRoy Jouneau 23
Old vs. New Chunky Chocolate Packaging	27
How to Merchandise Candy Bars Into Gold Bars	George Barclay Adams 29
Packaging Clinic	32
New Candy Packages	38
What's New in Candy Packaging	40
Fifty Years of Cartoning	46
Supply Field News	48
Candy Clinic: Cordial Cherries & Panned Goods	52
News of Associations	58
News of Raw Materials	60
Distribution—Sales—Advertising	62
National Advertising	65
Confectionery Brokers	67
Clearing House	70
Advertisers' Index	72

COVER: A view of the shipping room at the plant of E. J. Brach & Sons, Chicago.



Pioneer Specialized Publication for Confectionery Manufacturers—Management, Production methods, Materials, Equipment, Packaging, Purchasing, Sales, Merchandising.

Published Monthly on the 5th by The Manufacturing Confectioner Publishing Company, publishers of The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory. Executive offices: 418 No. Austin Blvd., Oak Park, Illinois, Telephone EUclid 6-5099. Eastern offices: 303 West 42nd Street, New York City 36, N. Y. Telephone Circle 6-6456. Publication Offices: Pontiac, Illinois. Copyright, 1952, Prudence W. Allured. All rights reserved. Subscription prices: One Year \$3.00. Two years, \$5.00. Per copy, 35c. "Purchasing Executive Issue": \$2.00. In ordering change of address, give both old and new address. Entered as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1877. Member: National Confectioner's Ass'n. Western Confectionery Salesman's Ass'n. National Candy Wholesalers Ass'n. Audit Bureau of Circulation, Associated Business Publications. Foreign Subscriptions: One Year, \$4.00. Two years, \$7.00. Canadian Subscriptions: Same as U. S.

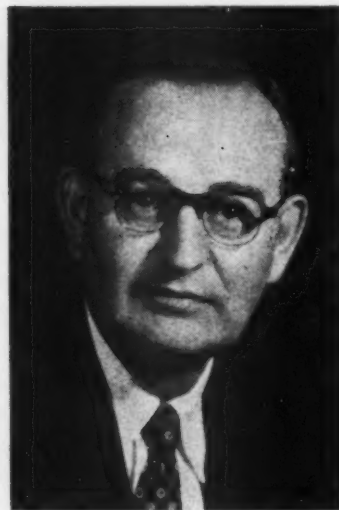
WHEN
YOU
MAKE THOSE
GOOD CANDIES
PEOPLE
ENJOY
EVERY DAY
USE



CORN SYRUP
CORN STARCH
AND DEXTROSE
CLINTON FOODS INC
CLINTON IOWA

Confectioners' Briefs

• John E. Gilman, former department sales manager for Pinkerton Tobacco Company, has been ap-



Mr. Gilman

pointed as Sales Manager for the H. B. Reese Candy Company, manufacturers of the Reese Peanut Cups. Mr. Gilman will assist the firm's plans in the expansion of its sales promotion department to keep pace with rapidly increasing sales. John Gilman's connection with a candy manufacturer seems to be along the lines of family tradition. Brother Lloyd B. Gilman

is employed as Division Manager for the Hershey Chocolate Corporation in Philadelphia.

• George Wolf, an assistant plant superintendent of the Curtiss Candy Company, passed away on October 19. Mr. Wolf was to have been honored at a dinner the Friday following his death, by the Lincoln Park Masonic Lodge of which he was master.

• Cora Lou Confectioners, Inc. was reorganized on October 1, with new financing and machinery, geared to produce the volume demanded of their specialty products. The new president of the reorganized company is Mr. Edward Degginger. Herbert Degginger has been elected Secretary and Treasurer. Mrs. Alice Sebbelov, founder of the Cora Lou Confectioners, will remain in charge of production and package creation.

• Haelan Laboratories, Inc., Philadelphia, have announced the election of John Connelly and James Davis as new directors, to replace Edward L. Elliott and Richard C. Noel, who retired this year.

• Rockwood & Co., through president H. Russell Burbank, announces the appointment of Monroe G. Smith as the company's new vice president and assistant to the president. Mr. Smith was formerly president of the Silex Company of Hartford, Connecticut. Prior to that time he had served with the

the DOLCO[®] 5200 FLAVOR LINE

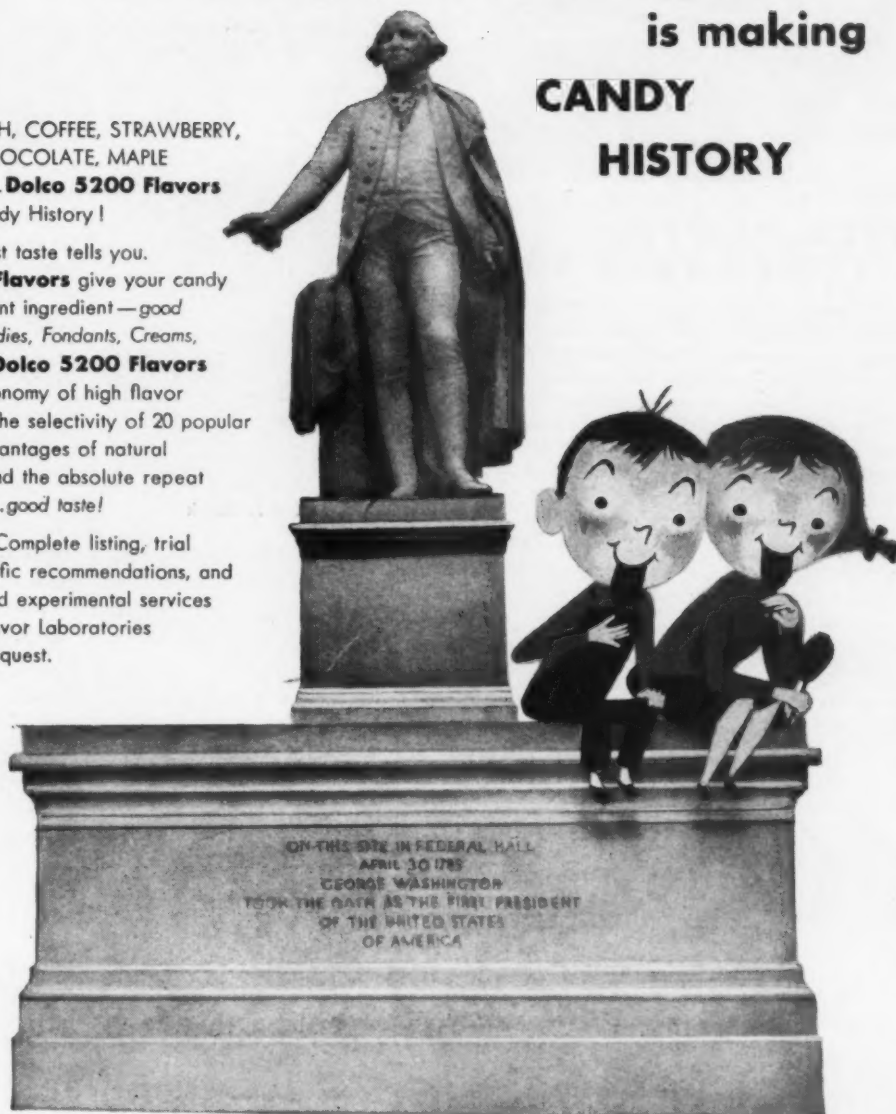
is making
**CANDY
HISTORY**

BUTTERSCOTCH, COFFEE, STRAWBERRY,
RASPBERRY, CHOCOLATE, MAPLE
and 14 others... **Dolco 5200 Flavors**
are making Candy History!

Why?—The first taste tells you.

Dolco 5200 Flavors give your candy
its most important ingredient—good
taste! Hard Candies, Fondants, Creams,
Gums, Jellies... **Dolco 5200 Flavors**
provide the economy of high flavor
concentration, the selectivity of 20 popular
flavors, the advantages of natural
fruit coloring and the absolute repeat
sales-essential...good taste!

Consult D&O. Complete listing, trial
quantities, specific recommendations, and
the advisory and experimental services
of the D&O Flavor Laboratories
are yours on request.

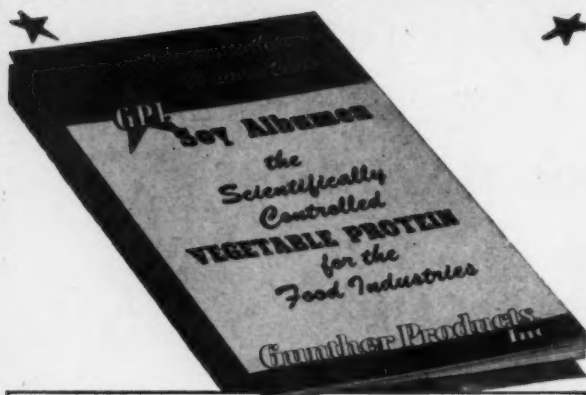


DODGE & OLCOTT, INC.

180 Varick Street • New York 14, N. Y.

SALES OFFICES IN PRINCIPAL CITIES

ESSENTIAL OILS • AROMATIC CHEMICALS • PERFUME BASES • VANILLA • FLAVOR BASES



BETTER WHIPPING— AT LOWER COST!

More and more candy makers everywhere are discovering, through actual production results, that this modern method of whipping gives them not only important savings—but actually helps them produce better, more consistent quality! G.P.I. Soy Albumen, you see, is always exactly the same from batch to batch—MUST give similar results. That means full control of your whipping process, and results you can count on every time. And here are just a few more specific advantages of adopting G.P.I. Soy Albumen—advantages that plants all over the country are enjoying right now:

★ Whips faster ★ Produces smaller, more uniform air cells ★ Will not break down if whipped beyond peak volume ★ Retains the true color of chocolate and cocoa in fudge and chocolate flavored centers ★ Is a fine quality protein food containing the essential amino acids. and COSTS MUCH LESS!



Soy Albumen

THE CONTROLLED WHIP-AGENT

It's easy to make an actual plant test of this better Whip-agent—to see with your own eyes the excellent results you can get under your own conditions. We have a Special Trial Offer which lets you make your own conclusive tests at nominal cost. And here's an important point, which a trial will clearly demonstrate; it's no trouble to switch from your present whipping agent to G.P.I. Soy Albumen. Complete, tested formulas for each type of candy, with full processing data, are given in the booklet illustrated above. It's yours for the asking. So—don't waste more money on less efficient, more expensive old-fashioned whipping agents—write for the Special Offer and

SEND FOR YOUR FREE BOOKLET TODAY!

Gunther Products Inc.
600 East Main Street Galesburg, Illinois

FBI, as sales manager with the Firestone Tire and Rubber Company, and assistant controller of Standard Brands.

In the current issue of "Investor's Reader," a publication of Merrill, Lynch, Pierce, Fenner and Beane, appears "The story of Rockwood Chocolate." This story pays high tribute to one of the world's largest grinders of cocoa and chocolate.

- From Candycraft, Ltd. in London, comes word of the death of Managing Director Ernest C. Roberson.
- Loft Candy Corp., New York, is celebrating the completion of its 92nd year in business. The firm has



Mr. Frederick

opened ten new stores during the past year, and plans to continue its expansion program at the rate of one new store a month during 1953. In a statement released on the firm's ninety-second birthday, Mr. George R. Frederick, president of Loft's said candy consumption is gradually climbing and is now approaching nineteen pounds per capita a

year. He also stated that ingredient costs appear to be stabilizing, and noted a trend on the part of the public toward the purchase of finer quality candies when the price is right.

- The west coast plant of Chase Candy Co. has a new superintendent. Marty Ericson, who was a key production man for the Shotwell Mfg. Co. for almost 30 years. He assumed the superintendent's duties for Chase in September of this year.

• Candymasters, Inc., of Minneapolis, held a meeting of its Board of Directors on September 5. Mrs. Lenore M. Nicolin was elected President and Secretary. R. D. Nicolin was elected Vice President and Sales Manager, and C. R. Marken as Vice President and Treasurer. Mrs. Nicolin, who has been closely associated with the administration of the production and sales departments, said the corporation would continue operating under the same general policy as set up by her late husband, Mr. Arthur Nicolin.

• Katharine Beecher, founder of the firm bearing her name, and originator of the nationally famous Katharine Beecher Butter Mints, died at the York Hospital, York, Pennsylvania, on October 10, following a heart attack. The candy firm which was begun in 1931 by Mr. and Mrs. Beecher, will be carried on by two sons, Henry J. and David L. Beecher.

• M. & M., Ltd., Newark candy manufacturers, took over Hawley & Hoops, Inc., Boston candy company. Acquisition was made through Forrest E. Mars, major stockholder of M. & M., who purchased all the shares of Hawley & Hoops, a subsidiary of Gum Products, Inc.

Equipment and personnel of the acquired com-

Quality PECANS

BOOST YOUR PROFITS!



**CRISPER,
MORE FLAVORFUL**

Southern Belle SHELLED PECANS

Southern Belle Pecans are tastier, crunchier, more flavorful. They are shelled, cleaned, graded and sorted by modern machinery under our exclusive process.

Try Southern Belle Pecans in your next batch . . . your SALES will notice a difference! Order from our full range of sizes of pieces and halves. Write for name of your nearby broker.



135 EAST

CEVALLOS STREET • SAN ANTONIO, TEXAS

Here's Why:

Just watch that consumer.

One crunchy bite . . . a pleased grin. "Man, that's candy!"

It took fine ingredients, skilled processing and top packaging to produce that grin and that comment about your candy . . . and QUALITY pecans helped!

With all the other fine ingredients you use, don't be satisfied with less than the best quality pecans. You'll find they make a big difference in making pleased grins . . . increasing your sales.

Yes, the result of a pleased customer is a happy retailer, a delighted jobber and—above all—you'll be happy, too!



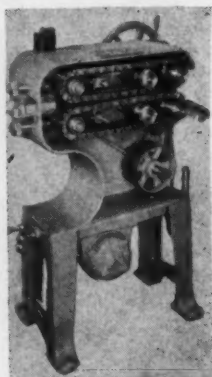
pany will be transferred to M. & M. headquarters at Newark, where production will be considerably expanded. The "A No. 1" products of Hawley & Hoops will be continued in the line, along with the famous M. & M. chocolate-coated nuggets.

The directors and officers of M. & M. remain intact as top management of the consolidated company.

● **Weaver, Costello and Company, Inc.**, one of the oldest Pittsburgh candy manufacturers, is being liquidated. Mr. L. J. Weaver, son of one of the original firm members, who is president of the company, is handling the details of the liquidation, which include sale of the six-story office and factory building as well as equipment and machinery.

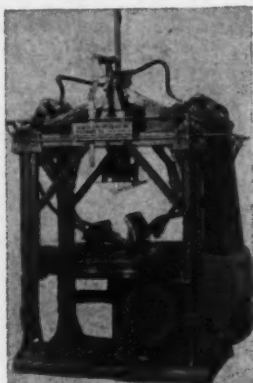
● **Chase Candy Co. of St. Louis**, has purchased the chocolate coating equipment formerly used by the Warfield Chocolate Co., Chicago. The equipment will be installed in the St. Louis plant of the Chase company. Shortly after the first of the year the Company expects to produce its own chocolate coatings.

This is the third major expansion move by Chase within the past year, and followed the acquisition of assets of the Nutrine Candy Co., Chicago, and the Shotwell Mfg. Co. In order to provide capital to cover the expanded volume, Ralph A. Wenger, Chairman of the Board, announced recently the closing and subsequent sale of the Company's branch plant at San Jose, California. This will be accomplished after meeting commitments to west coast buyers for the coming Christmas season.



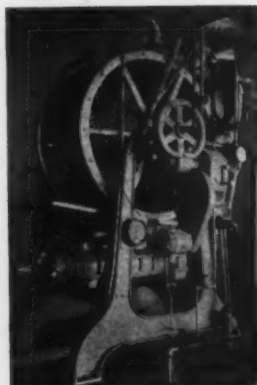
**Hohberger
Continuous
Hard Candy
Cutter**

Highest production on filled or plain candies with variable speed drive.



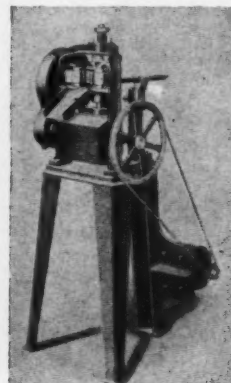
**Berks Hard Candy
Batch Mixer**

The Berks mixer incorporates color and flavor and kneads the candy the same as by hand. No discoloration. Over 50 users with from one to fifteen units—over 160 in operation.



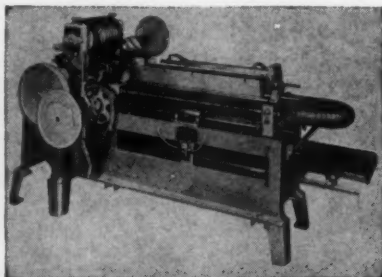
**Hohberger Continuous
Cream Machine**

Up to 2000 pounds per hour of straight sugar fondant with proper doctoring or any amount of corn syrup.



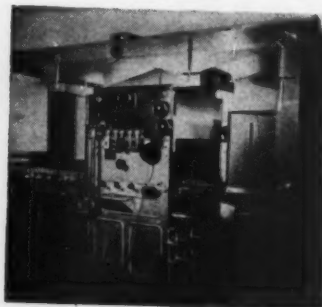
**Hohberger
Continuous
Cut Rock Cutter**

Motor and variable speed drive. Complete with three sets of knives.



**Hohberger Continuous
Ball Machine**

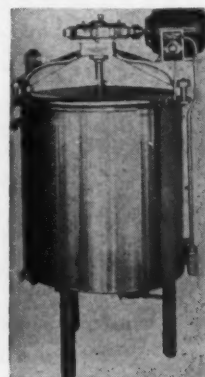
Up to 1200 lbs. per hour. Forms filled or plain balls, unusual shapes and sunbeam starlights.



Hontz Cluster Machine

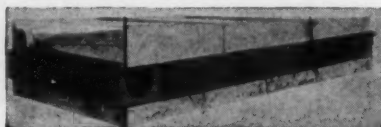
Fully automatic, uniform clusters, up to 1600 pounds per hour.

Only part-time attention of enrober man to see that hopper is filled.



**Ben-Moore
Chocolate Kettle**

Stainless Steel with removable nickel-alloy agitators. Thermostatic Controls. Available in all sizes.



Sheffman Starch Dryer

Custom-made to suit any capacity up to 20,000 pounds per hour. Systems for drying, cooling and cleaning.

John Sheffman, Inc.

152 W. 42nd St.

New York 36, N.Y.



● Plan now for big Easter sales. Let MM&R help you fill those Easter baskets with *your* jelly beans and other panned confections . . . and fill your till at the same time.

MM&R's complete line of Essential Oils and Flavors—with such favorites as Mohawk Peppermint Oil, MAGNA Root Beer "C," Burnt Almond, Cinnamon, Anise and Clove—bring kiddies of all ages back for more . . . put your Easter candies on the best seller list.

Write now for full information or ask the MAGNA man . . . enjoy a happy and profitable Easter.



Magnus, Mabee & Reynard, inc.

Since 1895 ONE OF THE WORLD'S GREATEST SUPPLIERS OF ESSENTIAL OILS
16 Desbrosses Street, New York 13, N. Y. • 221 North La Salle Street, Chicago 1, Illinois

better than new...it's **TIME-TESTED**



KANATROL

ATLAS IMITATION VANILLA

for years...the standby of leading confectioners

Get Kanatrol's rich, distinctive flavor and character that builds steady, repeat business. Discover how high temperatures don't dissipate Kanatrol flavor. See how you save, too . . . just one ounce flavors 100 lbs. of confectionery!

For all your imitation vanilla requirements . . . in marshmallow, fudge, caramels, cream centers or taffy . . . rely on Kanatrol, the favorite where strength, uniformity and quality are demanded. Kanatrol is another fine product of Kohnstamm's laboratory research and control and 100 years of flavoring "know-how". Place a trial order today.

Your satisfaction guaranteed . . . write, wire or phone the nearest H. Kohnstamm headquarters.

One Hundredth



Anniversary

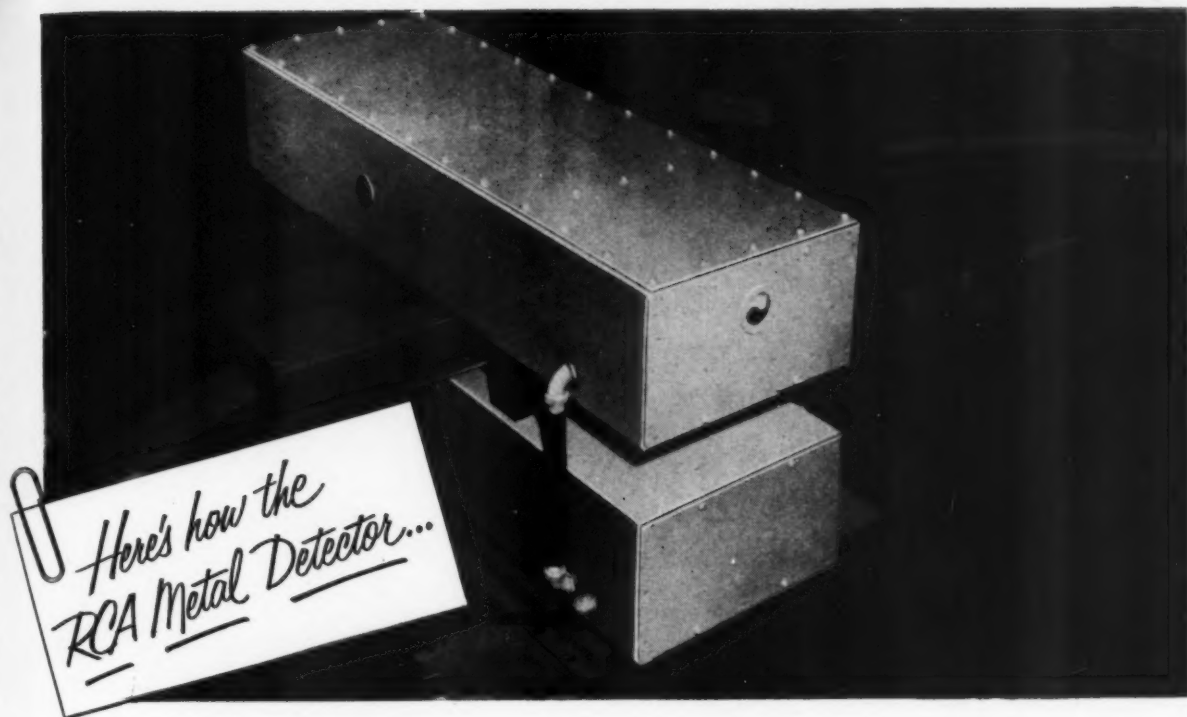
H KOHNSTAMM & COMPANY Inc.
ESTABLISHED 1851

89 PARK PLACE, NEW YORK 7

11-13 E. ILLINOIS ST., CHICAGO 11

4735 DISTRICT BLVD., LOS ANGELES 11

ATLANTA • BALTIMORE • BOSTON • CINCINNATI • CLEVELAND • DALLAS • DETROIT • HOUSTON • INDIANAPOLIS • KANSAS CITY, MO. • MINNEAPOLIS • NEW ORLEANS • OMAHA • PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO



Searches your product for stray metal



Throughout the nation, in large and small plants, the RCA Metal Detector is at work searching through raw ingredients and packaged goods—protecting important product names from complaints of stray metal.

Through the use of radio waves, the RCA Metal Detector searches "clear through" your product. It can be regulated to find pieces of metal as small as 0.039 inches in diameter.

It can find the important offenders such as cotter pins, hairpins, burrs from machinery, *no matter how deeply imbedded*. It spots any kind of metal—magnetic or non-magnetic—at conveyor speeds as high as 1000 feet per minute.

The compact RCA Metal Detector fits easily into any conveyor system . . . belt, chute, duct, vibrator, inclined plane, automatic hopper . . . provides inspection with practically no installation problems. In most cases it goes in without any shut-

down of conveyor lines. Complete maintenance is available from nationwide RCA Service Co.

Your RCA Metal Detector can be arranged (1) to reject contaminated packages from your conveyor, (2) to sound a signal for manual rejection or (3) to stop conveyor lines when it spots the presence of tramp metal.

RCA Metal Detectors are at work now, protecting the products of the nation's leading food and candy manufacturers.



INDUSTRIAL EQUIPMENT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

DON'T DELAY—MAIL COUPON NOW

Radio Corporation of America
Dept. 197K, Building 15-7
Camden, N. J.

Please send me information on the RCA Metal Detector.

Name

Title

Company

Address

City Zone State

☐ Please have a sales engineer call on me.



YOUR SPECIALIST DOES IT BETTER!

Whether it's tuning timepieces or supplying sugars, your specialist invariably does the job better. By concentrating on serving the industrial users of sugar, we of Refined Syrups & Sugars have gained a knowledge of food manufacturers' problems that repeatedly pays off for them in terms of higher quality and simplified production.

As more progressive manufacturers switch to FLO-SWEET liquid sugar, they benefit from the many advances pioneered by Refined Syrups &

Sugars. First to deliver liquid sugar on a bulk commercial basis . . . first to establish complete engineering service in design and installation of liquid sugar systems . . . first in formulating liquid sugar tailored to customer specifications — FLO-SWEET is truly *first* and *foremost* in liquid sugar!

You, too, may effect important savings with a FLO-SWEET liquid sugar installation. Consult Refined Syrups & Sugars, Inc., Yonkers 1, N. Y.



Manufactured only by
REFINED SYRUPS & SUGARS, INC.

Yonkers 1, New York

ORGANIZED TO SERVE INDUSTRIAL SUGAR USERS EXCLUSIVELY

HOW TO MAKE A GOOD

BUTTER ALMOND TOFFEE*

USE BLUE DIAMOND ALMONDS

Coast-to-coast the nation's leading candymakers specify "Blue Diamond" Almonds. One good reason is simply this: Blue Diamond *quality minimizes handling and sorting costs in your plant.* Blue Diamond Almonds are California's finest, electric-eye-sorted then hand-picked, guaranteed uniform in quality and size, free from foreign particles, dust, chaff, or bitters. Order whole kernels (natural or blanched) or specify sliced, diced, halved, split, chopped, or slivered almonds. Remember, people *like* almonds. In scores of famous candies almonds are the key ingredient . . . the difference between a best seller and an "also-ran".

FORMULA BOOK FREE. Write for samples, prices, and free 16-page formula book. We're almond specialists, and have been for more than 42 years.

Blue Diamond *ALMONDS*

CALIFORNIA ALMOND GROWERS EXCHANGE

SACRAMENTO, CALIFORNIA

Sales Offices: 100 Hudson Street, New York 13 and
221 North La Salle Street, Chicago 1

BLUE
DIAMOND
BRAND

The Nation's Favorite Candies are ALMOND CANDIES

*Here's your formula.

- 10 pounds granulated sugar
- $\frac{3}{4}$ pounds invert sugar
- 4½ pounds dairy butter
- 2 pounds coconut oil (76° M.P.)
- 1 pint water
- 1 ounce Lecithin
- 3 pounds whole, sheller-run, or whole-and-broken almonds
- 1 level teaspoonful baking soda

Place butter and coconut oil into a pan, melt, and add Lecithin, mixing well. Mix in granulated and invert sugars, add water and stir until boiling.

Wash all sugar crystals from the pan. Stir and cook the batch to 275° F. Turn off heat, sift in baking soda, mixing rapidly, and pour the batch on a slightly oiled, cool slab, spreading to the height of the almonds.

When partially cool, turn upside down and cool to 75° F or less. Coat thinly on both sides with milk or dark chocolate, and sprinkle with finely ground natural or roasted almonds.



Flashbacks to November, 1927



TWENTY-FIVE years ago this month our pages were devoted in the main to "the Here's How of Pan Goods." The issue contained a series of articles and formulas which opened to the readers a new page in the history of pan goods.

THE Confectionery Industry was urged to accept innovations being offered, new raw materials developed through research, new mechanical devices, better plant facilities, support and development of more research ideas, and time-saving operations.

ALSO more of the hidden secrets of Candy's past were revealed in colorful flashes in the third article in the series on the history of sugar and candy.

FIRST an invitation into the mysteries of hot and cold process paning, with inside information on coating and glazing the newest fad in confections—the chocolate dragee.

THE first Candy Exposition had just been held at Grand Central Palace, and its accomplishments and weaknesses were pointed up on the editor's page. Aside from new outlooks and new contacts for suppliers, manufacturers, jobbers, retailers, and consumers, our editor pointed out that such a show provides a powerful instrumentality for "narrowing the breach" between manufacturer and consumer. Also that an important feature of a candy show would be that it provides the means to defeat malicious anti-candy propaganda, by bringing potential candy eaters face to face with demonstrations of wholesome manufacture, educational movies, lectures by physicians and dieticians, giving candy verbal approval as a health and energy sweet.

NOT to be outdone by the serious side of candy making, our staff columnist provided his own version, with not a few chuckles, in "A Hysterical Outline of the Candy Industry."

AND out of Russia came the jealously guarded secret of the Continent, the "queen" of skill and beauty in the pan goods world, the Alabaster Dragee. Also a full discussion of Silver Dragees, Cordial Dragees, Jelly and Gum Centers, and Rough Surface Dragees.

IN the index to advertisers these familiar names of twenty-five years ago (and today) appeared: Walter Baker & Co., Blanke-Baer Extract & Preserving Co.; Dodge & Olcott; Fritzsche Bros.; H. Kohnstamm & Co.; National Aniline & Chemical Co.; National Equipment Co.; Nulomoline Co.; Oakite Products, Inc., Package Machinery Co.; all Union Confectionery Machinery Co.



Take steps **NOW**
to investigate
Stange's



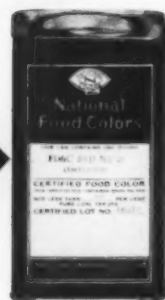
PEACOCK BRAND
CERTIFIED FOOD COLORS

MANUFACTURED AND DISTRIBUTED BY WM. J. STANGE CO.,
CHICAGO 12, ILLINOIS OAKLAND 21, CALIFORNIA

Also Mfr's Stange Cream-of-Spice Seasonings

*no other
ingredient
adds
so much sales appeal
for so little*

Fine foods deserve fine colors—National Certified Food Colors. The uniform pure-dye strength, brightness of shade and solubility of National Certified Food Colors assure uniformly appetizing color in your finished goods, regardless of season or climate.



National
CERTIFIED
FOOD COLORS

CERTIFIED COLOR DIVISION
NATIONAL ANILINE DYE
ALLIED CHEMICAL & DYE CO.
40 RECTOR STREET, NEW YORK

rets
aled
icle
gar
rys-
an-
oat-
in
e.

had
tral
and
the
out-
ers,
and
that
in-
the
and
fea-
at it
lici-
ing-
face
ome
lec-
ans,
s a

ous
staff
ion,
lys-
dus-

ical-
Con-
auty
ster
Sil-
elly
face

fa-
ears
ilter
ct &
ott;
a &
ical
ulo-
nc.,
aion

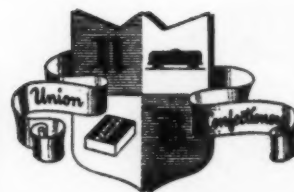
NER

BOSTON

CHARLOTTE

SAN FRANCISCO

PORTLAND



Union Corn Syrup Unmixed

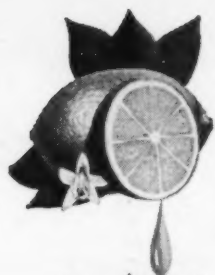
UNION CORN SYRUP UNMIXED is dependable
and adaptable to your formulae.

Sales service and technical assistance are
available without obligation.

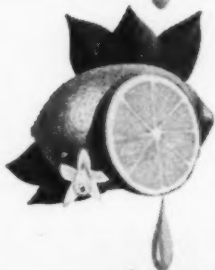
UNION SALES CORPORATION
Distributor for

UNION STARCH and REFINING COMPANY
Columbus, Indiana

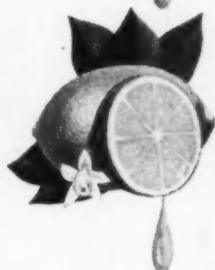
Serving the Confectionery Industry since 1903



FOR Superior FLAVOR



FOR Unmatched CLARITY



FOR Consistent UNIFORMITY

8 OUT OF 10 BUY... EXCHANGE OIL of LEMON

When any product sells four times as well as all of its competition combined, that's a sure sign of quality. No product can hold such a dominant sales position year in and year out unless it fulfills all of the exacting requirements of thousands of quality-conscious buyers. Exchange Oil of Lemon does just that... with a consistency and regularity that have made it the standard in its field. So little Lemon Oil goes so far, why risk buying anything but the best?

Always specify it by the brand name when you order—

*Distributed in the United States
exclusively by*

DODGE & OLCOTT, INC.
180 Varick Street, New York 14, N. Y.

FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York 11, N. Y.

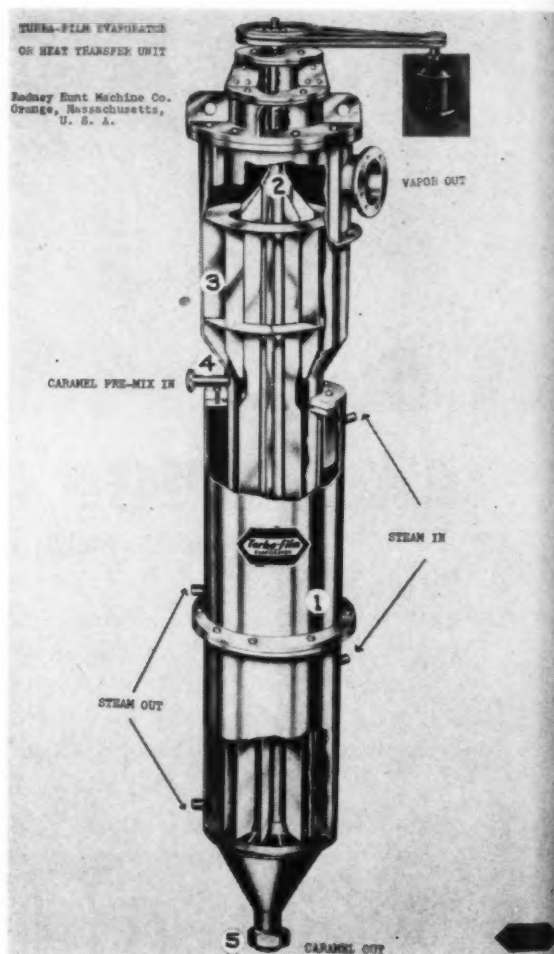


SUNKIST GROWERS
PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

Producing Plant:
Exchange Lemon Products Co.,
Corona, California

At Last!

A CONTINUOUS
CARAMEL
Production
Line



A MANUFACTURING CONFECTIONER
STAFF REPORT

er

P^h
e
thin
min
havi
part
canc

R
cent
is n
plete
The

B
bore
by a
cent
tube
in '
train
almo
black
wall
film

I
of t
tion
mot
fall

A
tion
be c
the
the
caus
thus
tion
teris
fore

T
the
tatin
form
beco
zone
in a
top

C
mat
one
the
excl
the
by l
Stat

T
tank
nece
teric
evap
F.,
solid
finis

¹ Tr

for

PROCESS engineers have long realized that ideally, evaporation should take place from a turbulent, thin film. This would permit rapid concentration at minimum temperatures, and would produce materials having improved flavors and nutritional properties, particularly such heat-sensitive products as foods and candies.

Rodney Hunt's Turba-Film Evaporators can concentrate in a single pass requiring only seconds. This is made possible by their unique features which completely change the concept of evaporation, or "cooking". The illustration shows the operation of these units.

Briefly, the evaporator proper consists of a machine-bored vertical tube, the lower portion being surrounded by a heating jacket (1) which serves to heat the concentrating (cooking) surface. The upper part of the tube, however, is not heated and is enlarged to assist in "knocking-out" any droplets of candy material entrained in the vapors. A rotor (2) is fitted coaxially over almost the entire length of the tube and its extended blades reach within about 1/32 of an inch of the heated wall in order to maintain the required turbulent, thin film action.

In the separator (upper) zone, the centrifugal action of the blades throws any entrained droplets to the stationary separation fins (3) which arrest their circular motion, thereby permitting the separated material to fall back into the heating zone for evaporation.

Another important point in connection with this section is the elimination of froth. The froth which may be carried up with the hot vapors is projected against the walls of the separator portion of the machine by the action of the blades, and the intermediate deflectors cause it to run back into the concentrating zone. It is thus possible to handle, in an efficient manner, confectionery liquids which exhibit definite foaming characteristics. Losses of materials being processed are, therefore, eliminated for all practical purposes.

The confectionery material to be cooked enters at the inlet (4) and is immediately picked up by the rotating blades and thrown against the wall of the tube, forming a thin film. The film then flows down by gravity, becoming concentrated as it passes through the heated zone. Evaporation thus takes place rapidly and uniformly in a continuous curvilinear flow of the liquid from the top to the lower end of the heated section.

Caramel is now being produced continuously and automatically at rates of 4000 to 8000 pounds per hour in one straight-line processing unit. The key machine of the line is the novel Turba-Film¹ Evaporator made exclusively for sale in the United States and Canada by the Rodney Hunt Machine Co. This unit was developed by Luwa, S. A., of Switzerland, and is covered by United States and foreign patents.

The raw materials are proportioned into a mixing tank. The mix doesn't need to be heated unless it is necessary to produce a homogeneous mixture. The material is then pumped into the evaporator. It is in the evaporator about 30 seconds and emerges at 75°-250° F., the exact value required depending upon the original solids content, the desired per cent of moisture in the finished candy, and the caramelization procedure being

¹ Trade-mark, Rodney Hunt Machine Co.

Continuous processing has become more and more the food manufacturers' answer to climbing labor and materials costs and shrinking margins. More candy manufacturers are now examining their production lines to determine where continuous processing methods can be adapted with profit.

In January of this year, The MANUFACTURING CONFECTIONER reported on a continuous fondant production line in actual operation at Loft Candy Corporation.

This August The MANUFACTURING CONFECTIONER again treated continuous processing, this time as used by Charms Company in the manufacture of starch jellies.

The report on these pages on continuous caramel cooking describes a system which has just recently been installed in a regular production line. EDITOR

The action of the blades not only maintains the thin film but also helps keep it in a continual turbulent motion which prevents localized over-heating. Because of this method of operation, only a comparatively small amount of the candy product to be evaporated is contained in the tube at any time. This is the case even with the larger capacity units so that the actual time-at-temperature with the Rodney Hunt units is usually less than a minute, including that required to transfer it to the caramelization tanks.

Evaporation, or "cooking", is ordinarily carried out under a slight vacuum (reduced absolute pressure), the concentration temperature being a direct function of this pressure. It may, however, be performed with equal satisfaction at atmospheric or somewhat higher pressure. Since the cooking temperature can be pre-selected and automatically maintained, it follows that the caramelization developed with the heat-sensitive material at elevated temperature can be controlled. As a result of the very short contact time, the valuable aromatic and other important substances—some of which are flavor, color, keeping quality, and nutritional value—can be retained to a high degree.

The candy is "cooked" in a thin, turbulent film and as a consequence, the effect of hydrostatic head in ele-

used. The final moisture content, however, is controlled with great accuracy by automatic instruments which measure the boiling-point rise of the material.

The "cooked" product then goes to controlled caramelization kettles. These are filled alternately from the continuous evaporator, and are emptied in turn as a continuous stream to the cooling area.

The Turba-Film Evaporator² is ideally suited to any process where the essential operation is one of controlled concentration ("cooking") of a heat-sensitive material through evaporation of moisture. Successful pilot plant tests have also been made on fondant, hard crack candy, and nougat, and in all probability this equipment can be used equally well for the commercial production of these and other similar types of candies.

² Luwa Process

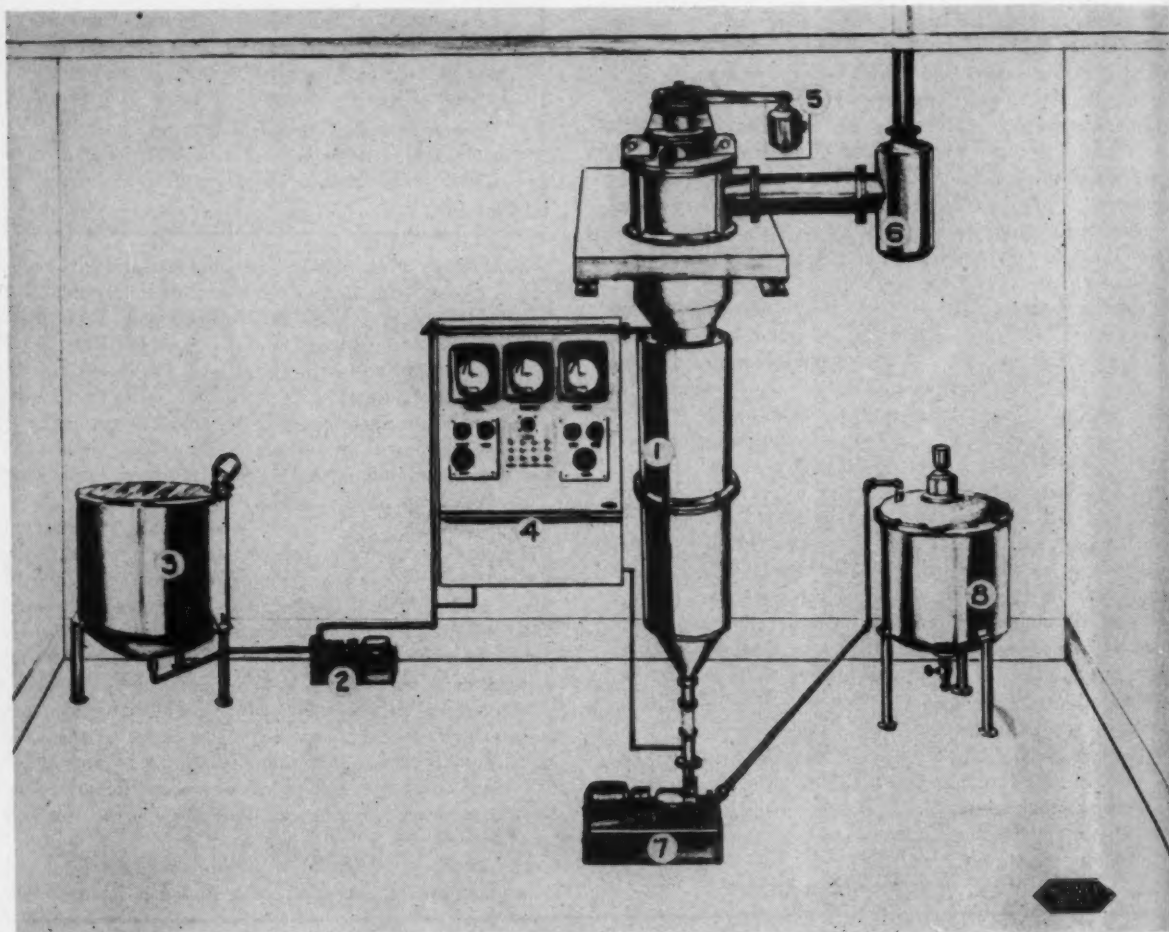
vating the boiling point of the product is eliminated.

Because of the rapid motion and flow of the liquid film, formation of a deposit or crystals on the evaporating wall is eliminated. As a consequence, they can be kept in operation for long periods of time before cleaning is necessary. Furthermore, the comparatively small amount of water required for cleaning is set in such violent motion by the rotor that it is usually not necessary to remove this part. When total cleaning is required, it can be carried out easily and quickly as only

the agitator and one tube need be washed.

Only a small quantity of candy (material) is contained in Turba-Film units at a time. As a consequence, comparatively small amounts of confectionery materials can be "cooked"—even in the larger units. This increases their flexibility. Because of the low process hold-up, the change-over from one candy material to another is effected readily and quickly with this unit.

The "cooked" material immediately leaves the evaporator through the outlet (5) at the bottom and may be passed to controlled-temperature caramelization tanks,



Typical Plant Layout using the Turba-Film Evaporator

The sketch shows a typical plant layout with a single-effect Turba-Film Evaporator. Additional units can be employed in parallel or multiple to the same auxiliaries so as to increase capacity.

The material to be concentrated is drawn into the evaporator (1) at a uniform rate by means of vacuum and/or a pump (2) from the premix tank (3) through a flow-indicating device on the instrument panel (4). It is then concentrated as described in the preceding section.

The agitator for the evaporator is driven usually by a separately mounted motor (5). Steam is normally employed in the evaporator's heating jacket, but hot water, Dowtherm, or some other medium may be used.

The vapors or moisture leaving the evaporator pass into a small separator (6) from whence they go to the atmosphere or a vacuum-condensing system which may be located on the roof. When vacuum is employed, it is usually secured with a single or multiple-stage ejector system or a motor-driven pump.

The "cooked" candy is taken from the evaporator with the pump (7), which transfers it to a holding or caramelization tank (8) and then to cooling, cutting, or forming operations.

A CHALLENGE TO THE CANDYMAN!

Candy and nuts are a natural, delightful blend, and the processing of salted mixed nuts, so much in demand for the holiday market, should provide remunerative appeal for the candy manufacturer.

by LE ROY JOUNEAU

THE production of salted mixed nuts of high quality is the responsibility of the confectionery manufacturer. The candy plant or candy kitchen is the most logical place to produce salted mixed nuts. Unfortunately, some manufacturers do not realize the opportunity and state that the production of salted mixed nuts is too messy and costly. On the other hand, salted nuts are sold as a top notch confection and enjoy a steady and increasing demand. Then, again, salted nuts are offered occasionally for a ridiculous price. In such cases the merchandise is of mediocre quality, stale, off flavor or even plain rancid.

Prior to this writing the author covered retail outlets for mixed salted nuts in Chicago and New York City. Samples were purchased in each city from 20 different outlets and localities. The shopping tour was most interesting, and no two samples were found alike. Each manufacturer seemed to have his own idea as to what a roasted salted nut should be.

Roughly fifty per cent of the salted nuts purchased were good and fresh, whereas the rest of the samples represented everything from minor defects, bad processing, under-roasting, scorched nuts, staleness and rancid flavors. The amazing fact was that the packages, vacuum-packed tins or cellophane bags, in all instances were perfect. However, we were disappointed in some of the establishments where the nuts are roasted on the premises. While the nuts were sold as "Freshly Roasted," the

nuts themselves were of such a poor grade that an off-flavor was given to the finished product.

It seems that the candy industry could do a much better job on "Salted Mixed Nuts." Some of the nut assortments offered this month are delicious and unusually attractive. It is only logical that nut assortments can be complemented with straight salted mixed nuts. There are manufacturers who have just done that and obtained gratifying returns and praise from the consumer.

For the readers' benefit I would like to review some of the fundamentals necessary towards acquiring a knowledge of nuts.

Salted mixed nut mixtures consist of two classifications:

1. Edible tree nuts
2. Peanuts

Edible tree nuts relate primarily to tree nuts other than coconuts and chestnuts. Those considered include walnuts (English), almonds, pecans and filberts (improved hazelnuts), which are produced commercially in the United States, and Brazil nuts, cashews, pistachios, and pignolias, which are imported.

Nuts from trees of wild growth, such as pignons (American pignolias), black walnuts, butternuts and seedling hazelnuts are very seldom used in the production of salted mixed nuts, and, therefore, are of little importance.

Only fragmentary published data is available regarding the pre-war industrial uses for shelled tree nuts.

About 25% of the shelled tree nuts marketed are sold directly to the ultimate consumer, 75% going to the confectionery, baking and other manufacturing industries. Large quantities of edible nuts are used in the manufacture of certain well-advertised candy bars. In other confectionery and bakery goods containing nuts, different kinds

This is the second article written by Mr. Jouneau, which has been published in THE MANUFACTURING CONFECTIONER. His first, "The Problem of Sweating Gum Drops," appeared in the August, 1952, issue.

of tree nuts may be used interchangeably to a considerable extent.

Salted nuts are the most common form of shelled nuts sold directly to the consumer. Of the total quantity of tree nuts salted before the war, cashews accounted for more than 75%, brazil nuts for about 10%, pecans for about 5% and almonds, filberts, pignolias and pistachios for slightly more than 2% each. The sales of salted tree nuts, especially in mixtures, through specialty stores and nut counters have probably been stimulated by the popularity and abundance of cashews at relatively low prices.

Peanuts:

The variations of peanuts for salting are:

Spanish
Virginia
Spanish Runners
Virginia Runners

Large quantities of peanuts are salted. Before the war peanuts were not commonly a constituent of salted nut mixtures on Eastern United States Markets, but during the war the shortage of cashews and brazil nuts led to extensive use of peanuts in these mixtures. Peanut growing as a commercial enterprise in Georgia started about 1916. It was stimulated by the demand for edible vegetable oils during the World War.

With the construction of modern shelling plants and warehouses, the peanut industry has grown tremendously and is now one of the basic branches of the American Food Industry.

Acceptable salted nut mixtures which were good sellers contained approximately the following percentages of salted mixed nuts:

Mixture	Cashews	Pecans	Filberts	Almonds	Others
No. 1	21.00	32.00	17.00	25.00	4.70 peanuts
No. 2	22.00	48.00	30.00		
No. 3	20.50	37.00		11.50	25.00 walnuts
No. 4	32.00	50.00		11.00	7.00 pistachio
No. 5	50.00	8.00	27.00	14.50	
No. 6	40.00	22.50		27.50	
No. 7	10.00	30.00	5.00	25.00	30.00 peanuts
No. 8	30.00	25.00		25.00	10.00 peanuts

From the above table one can surmise that the percentage of cashews should never be less than 20%, the percentage of pecans should be about 35% leaving 45% for other varieties to be mixed with the cashews and pecans depending on the price of the raw material.

Salted peanuts have a distinct flavor and odor and should be marketed as a separate item.

In the writer's opinion the edible tree nuts are in a class by themselves and when mixed with roasted salted peanuts lose some of the delicate fragrance which is so characteristic of freshly salted mixed nuts.

Processing salted mixed nuts:

If ever a motto applies—it is: "The finished product can never be better than the raw material". Nuts with minor defects such as spots, mold, too high a moisture content or slight off-odor will spoil the mixture. For a good salted mixed nut mixture, only raw material of top notch quality will suffice. This is absolutely essential. Unless the processor is willing to consider only high quality raw materials, he should not attempt to produce salted mixed nuts.

For guidance, we list source and specifications for the raw nuts generally used in salted nut mixtures:

Variety	Locality Grown	Characteristics of nuts	Grade Count	Recommended Cold Storage Temperature	General Specifications
Whole Cashews	India	Bean shaped of white color	200	30-40°F	Must be free from foreign matter, discoloration, insects, infestation, odorless, no mold, clean flavor
Fancy Cashew Pieces	India	Split cashews $\frac{1}{4}$ to $\frac{1}{2}$ size of nut	Fancy	30-40°F	Ditto
Pecans Shelled Pecan Halves	Georgia	Light brown color. Halves average $\frac{3}{4}$ " long $\frac{1}{4}$ " wide	49-56 per oz.	30-40°F	Ditto should possess appetizing taste, fresh and crisp.
Fancy Shelled Pecan Halves	Texas	Ditto	Ditto	30-40°F	Ditto
Shelled Almonds	Malaga District in Southern Spain	1 inch long $\frac{1}{4}$ " wide flat, oval shape	27-30 per oz. known as 3 crown	30-40°F	Ditto
Valencia blanched	district other than Malaga, Spain	Ditto	Ditto	30-40°F	Ditto
Drake Almonds	Calif.	Plump and Short	26-28 per oz.	30-40°F	Ditto
Jordan Almonds blanched	Southern Spain	Large size $1\frac{1}{4}$ " by $\frac{1}{4}$ " long and plump at base	27-30 per oz.	30-40°F	Ditto
blanched Filberts Levante	Naples Sicily Turkey	Oblong Shape	30-32 oz.	30-40°F	Ditto
Brazil Nuts Whole Blanched	Brasillian State of Para Amazonas Maranhao	Diameter $\frac{1}{4}$ " to $\frac{5}{8}$ " $1\frac{1}{4}$ — $1\frac{1}{2}$ " long	110-130 per lb. medium size	30-40°F	Ditto

All varieties of peanuts used must comply with the U. S. No. 1 grade as listed in the Federal Specifications. They must be free of inorganic matter, discoloration, mold, infestation and should possess a clean flavor.

There are additional varieties of almonds such as, nonpareil and marcona, which are most suitable for fancy nut mixtures. Oregon filberts and Barcelona filberts also are a favorite in some localities. There are 12 different grades of pecans alone, ranging from select midget pieces to select mammoth pieces under 230 count. The above table is based on the average usage of nuts by the processors in their assortments.

Any further information pertaining to the various grades of nuts can be secured from the United States Department of Agriculture, Agricultural Marketing Service, Office of Marketing Service.

Cooking Oil

The selection of the roasting oil is most important. Nuts can be roasted in animal fat as well as vegetable fat. As an animal fat, only butter may be considered. Some specialty shops do use butter for special orders. However, this writer could only discern the butter flavor in filberts, in other tree nuts the typical nut flavor masked the butter flavor.

The vegetable oils most suitable for roasting nuts are: Cocoa butter, Coconut oil, Peanut oil, Corn oil.

Cocoa butter, though rather expensive, is very suitable since it does not mask the original nut flavor. Coco-

nut oil and peanut oil are most often used and do not break down as fast as other oils. There are so many different grades of peanut oil offered at the present, that it is advisable to specify the type. We suggest the following specifications for peanut oil as a guidance:

Specific Gravity at 15/15°C	0.917-0.921
Refractive Index at 25°C	1.467-1.470
Iodine Value	89-94
Saponification	188-199
Cloud Test °C	+1.5
Smoke Point °C	
(Cleveland Open Cup)	270-275
Per cent Free Fatty acids	
as Oleic	0.02-0.10%
Moisture—Not more than	0.05%
Kreis Test	Negative
Odor	None
Flavor	Bland

The peanut oil should be clear, free from any sediment and deliveries should conform in every respect to the above specifications.

Corn Oil

This seemed to be used more in the East and mostly for peanuts. The drawback with corn oil is that it can be detected through the slight grassy odor. However, when using corn oil, especially in peanuts we found that the color of the roasted peanuts was very eye-appealing and appetizing.

Blending of the different oils is useless and will cause excessive foaming during roasting, resulting in too light or too dark roasted nuts.

At this point we would like to state that in recent years considerable progress has been made with antioxidants to prevent rancidity in the roasting oils. The writer had to learn the hard way and can now say that ascorbic acid and the other antioxidants do not add anything to the life of the cooking oil or the shelflife of the salted nut. However, the filtering of the oil does help. There are excellent cartridge filters produced for the purpose of filtering the roasting oils. Detailed information can be obtained from the editor.

Equipment needed for Salted Mixed Nuts

1. Inspection belt
 2. Roaster
 3. Cooler
 4. Packaging facilities
 5. Oil filter
 6. Cold storage facilities.
1. The inspection belt should be white and well lighted. Belts are available in many sizes and the speed can be varied and synchronized with the production.
 2. Roaster: A Gas fired roaster is recommended. There are several reliable manufacturers who make roasters for five pounds up to a thousand pounds. The latest is a continuous roaster. The editor will supply information upon request.
 3. Cooler: They are also made by the roaster manufacturer and available in all sizes. Most coolers are nothing more than a metal screen with a frame on legs. They are also referred to as cooling tables. A suction fan is installed underneath the screen. The roasted nuts are transferred to the cooling table or cooling screen. The suction fan removes the hot air from the nuts and while the nuts cool, they are salted.

The cooling table can be tilted so that after salting, the nuts are easily transferred directly into the hopper of the filling machine on the floor below.

4. Packaging facilities:

Smaller establishments use a cone-shaped hopper holding 200-300 pounds of mixed nuts and fill containers by hand.

In mass production high speed wrapping machines and vacuum closing machines are used.

Procedure

Average Processing Procedure:

1. The inspected nuts are placed in galvanized wire baskets which are set in the hot oil.
2. The roasting oil is maintained at a temperature of 300°F, which enables the operator to control the color of the roasted nuts.

I recommend the roasting time shown below for the different varieties of nuts when roasted at 300°F.

Cashews—10 minutes

Filberts (blanched Levante variety)—5 minutes

Almonds (unblanched)—11 minutes

(blanched)—8 minutes

Pecans—2½ minutes

Peanuts—10 to 15 minutes

Brazil nuts are not roasted in oil. If the mixture calls for Pistachios and Pignolias the roasting time should not exceed—1½ minutes.

Walnuts are never roasted.

Walnuts have a critical temperature of 110°F. If heated higher the oil in the kernels will become rancid in a few weeks, rendering them inedible.

3. The nuts, after roasting, are drained for one minute and then transferred to the cooling table and spread out in such a manner that the whole screen is covered.

Toward the end of the cooling period, the nuts are salted.

4. We suggest 1.50% salt, which is a good average. The salt is best mixed into the nuts with a short wooden paddle shaped like a dust pan.

5. After the salting, the nuts are transferred to the table for mixing and blending.

6. From the mixing table the nuts are transferred to the filling hopper.

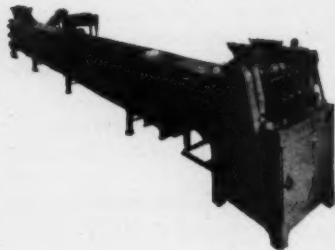
As to the shelf-life of salted mixed nuts, the writer found that the vacuum packed mixed nuts kept for a year. Double wrapped cellophane bags kept the nuts in a palatable state for 3 months. Mixed nuts in boxes lined with grease proof paper and overwrapped with cellophane kept in good condition for 6 months. This article only attempts to cover the highlights of nut roasting and does not pretend to exhaust the subject.

There is plenty of room for improvement and research. While the roasting equipment has been developed to a most efficient degree, the inspection of the raw material is more or less haphazard. Not enough attention is given to the storage of raw nuts. Cold storage temperatures from 30°-40° F are safe. More research data is needed on the breakdown of the roasting oils. The combination of dry roasted nuts and subsequent cooking in oil offers a real challenge. Instrumentation and electronic color control during processing can be developed, more psychometric data are needed during the cooling of nuts. These are only a few problems which should be solved. Let us get at it!

800 Suckers a Minute

300 to 800 suckers per minute is the proud production claim made for the Racine High Speed Plunger Action Sucker Machine.

This machine produces large pops with a minimum of weight and can form suckers as thin as $\frac{1}{4}$ " with proper stick coverage. Using wood or paper sticks without additional attach-



ments, the continuous plunger action inserts the stick in the center of the lolly pop.

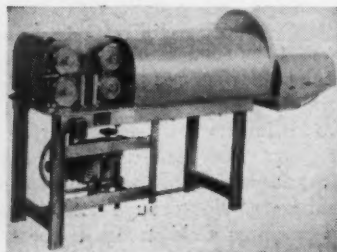
Equipped with variable speed control, electric motor and easily changed rolls, the Racine High Speed Plunger Action Sucker Machine (Model EP) does not require experienced help for high production.

Additional data on this machine can be obtained from Racine Confectioners' Machinery Co., 15 Park Row, New York 38, N. Y.

This New Machine Should Be of Interest to YOU

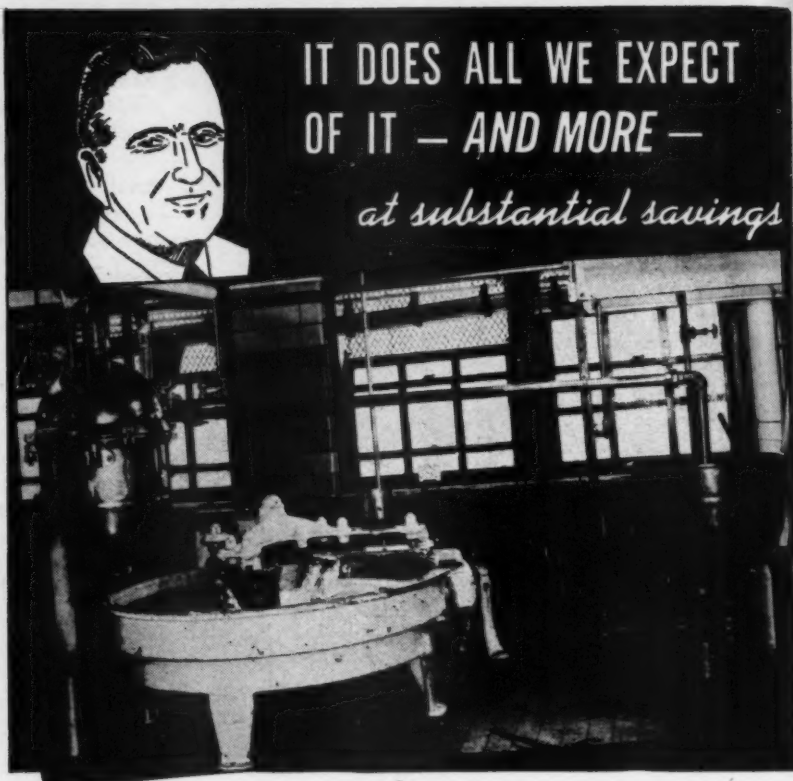
The Racine Confectioners' Machinery Co. is producing a machine which will handle solid sticks, clear or pulled, as well as sticks with honey-combed centers. Called the Racine Stick Candy Machine, it sizes, twists, and cuts the sticks of any diameter and length.

Requiring only one operator to feed the machine from a batch roller or flat board, the machine sizes, twists and cuts automatically.



The operating speed is controlled by a variable speed transmission. Capacity is from 300 to 900 inches per minute. It can turn out 300 one inch sticks or 100 nine-inch sticks per minute.

Complete information is available from Racine Confectioners' Machinery Co., 15 Park Row, New York 38, N. Y.



IT DOES ALL WE EXPECT
OF IT — AND MORE —

at substantial savings

The SIMPLEX VACUUM COOKING COOLING FONDANT SYSTEM

is a real time, money and labor saver!

For many years, producers of all types of cream fondants have praised the performance of the Simplex Vacuum Cooking and Cooling System.

Lower cooking temperatures and quicker vacuum cooling mean a smooth, whiter product, drier and more lustrous—also substantial fuel and water savings. With one 5 foot cream beater you can actually produce 1,000 pounds of fondant per hour with the Simplex process.

Profit by getting the complete production economy story on the Type E-3 Simplex Vacuum Cooking and Cooling System.



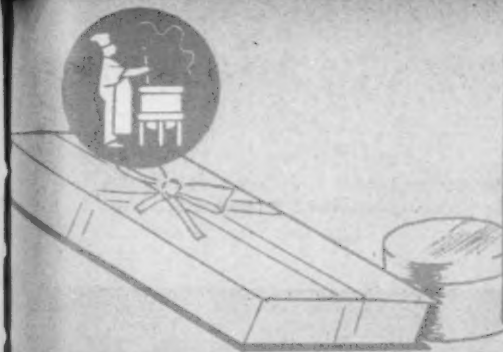
FACTS YOU SHOULD KNOW:

- Batches Cooled in 6 minutes!
- Produce whiter, smoother fondant!
- No scraping or washing of beaters!
- Positive Fondant Quality Control!
- Save Floor Space—Increase Output!

VACUUM
CANDY MACHINERY CO.
RACINE
CONFECTIONERS' MACHINERY CO.

15 PARK ROW, NEW YORK 38, N. Y.

Western Office and Factory: Racine, Wis. • Eastern Factory: Harrison, N. J.



Candy PACKAGING

SUPPLIES • SALES AIDS • MERCHANDISING

NOVEMBER, 1952

THIS SECTION APPEARS MONTHLY IN THE MANUFACTURING CONFECTIONER

OLD vs. NEW

CHUNKY Chocolate Corp. in conjunction with Olin Cellophane has developed a new type of package for their 24-count bar pack. Chunky had previously used a folding box with a die cut lid that could be set up to form a very attractive three-color counter display. This box was covered by a shipping lid which was printed in one color and hid entirely the design on the inside box. The new package eliminates the shipping lid and substitutes an overwrap of Olin 450 MST cellophane heatsealed. The overwrap is done on a Model 5-11 Haysen machine, equipped with an automatic feed.



The old box is shown on the right with the shipping lid printed one color hiding entirely the attractive three-color design underneath. On the left is the new package showing the carton overwrapped in Olin 450 MST Cellophane. This package displays prominently the Chunky name and product during its entire handling period up to the retail counter.

There are several distinct advantages of this type of package. The material cost of the overwrap is less than of the shipping lid, and the machine cost of wrapping is less than the labor cost of putting on lids. Some manufacturers who do not now have a top panel on their shipping cartons would

have to add one in order to adapt this development to their product. However, the cost of material should still represent a saving over the two-piece carton system.

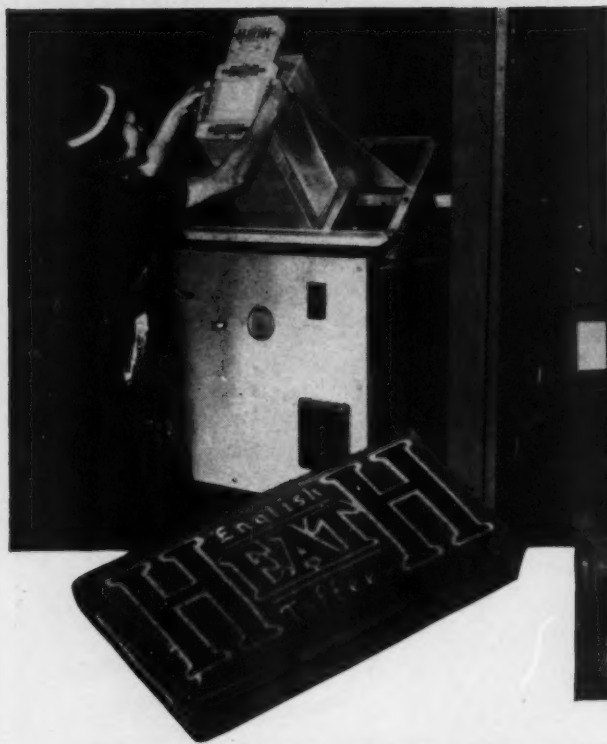
Another advantage is that the full effect of the color and design of the counter display is in evidence at all times—from the factory, during shipping, in the distributor's warehouse, while being carried from warehouse to delivery truck, and from truck to retail store, and in the retail store before being broken open.

It has been determined that the moisture inside the cellophane overwrapped carton changes only one-third as fast as in a standard board carton, and therefore the contents are protected much better under adverse wholesale and retail storage conditions.

Chunky Chocolate Corp. started testing this type of package the first of this year and has had it in regular production for two months. To date the reaction of the trade has been very good, both to its greater protection and its display value.



The Haysen Model 5-11 Special U. F. Wrapping Machine in the Chunky plant.



Model PA Carton Former and (below) Model FA Wrapping Machine in plant of L. S. Heath & Sons, Inc.



An EFFICIENT packaging set-up

Like many other experienced manufacturers, L. S. Heath & Sons, Inc. have chosen PACKAGE machines for every phase of their packaging operations.

Their bars are wrapped on our Model DF-1 machines (not shown in plant picture) which have a speed of 140 bars a minute. Due to a special folding mechanism, these machines produce a neat box-like wrap over the most irregular-shaped bars.

Cartons in which the Heath bars are displayed are produced at lowest cost on our PA Carton Former from economical die-cut blanks. This machine can make up to 102 sturdy cartons a minute, depending on the size and style of the carton. It is easily adjusted for a different size.

To provide utmost protection for Heath bars, the display cartons are finally wrapped on our well-known Model FA machine.

A steadily increasing number of manufacturers are finding that it pays to standardize on PACKAGE machines—for outstanding, sales-winning packages . . . for dependable machine production . . . and lowest operating costs.

No matter what the character of your product may be, it will pay you to check with PACKAGE for the most modern packaging equipment.

Write or phone our nearest office

NEW YORK CHICAGO BOSTON CLEVELAND ATLANTA DALLAS
DENVER LOS ANGELES SAN FRANCISCO SEATTLE
VANCOUVER, WASH. TORONTO MEXICO, D. F.



Carton as set up for counter display

PACKAGE
MACHINERY COMPANY
SPRINGFIELD, MASSACHUSETTS

How To Merchandise Candy Bars Into Gold Bars

by **GEORGE BARCLAY ADAMS**

Sales and Merchandising Consultant

WITH one outstanding exception, candy sales are booming. Last year they topped 1950. This year they will probably top 1951 by at least 3%. But sales of candy bars—normally 45% of total candy volume—instead of increasing, have dropped.

Obvious explanation is that increased material and manufacturing costs have forced manufacturers to reduce the size of the product. That has created some buying resistance. But to raise the price beyond 10c creates greater buyer resistance. The only solution is better merchandising. For there's no doubt that the market is there.

The great market for candy bars is among youngsters of 5 to 16. Some manufacturers have not yet fully appreciated the extent of this market, either numerically or in terms of its purchasing power.

First, numerically: Today there are in the U. S. over 30,000,000 boys and girls in this age group. Second, purchasing power: Boy Scouts of America recently reported that the average child has an allowance from parents of 50c a week. That totals \$15,000,000 a week or \$780,000,000 a year. And most of these youngsters earn money themselves in addition to these allowances. If they earn only 1/3 as much



The collecting of seals and labels taken from household items such as food, confectionery, soft drinks, etc. is now the number one hobby of American boys and girls between the ages of 8 and 16 years, according to the results of a one-year nationwide study made by the American Hobby Federation. Photo shows eleven year old hobbyist William Drobak working on his collection of over 8,000 seals and labels.

as they get from their parents, their earnings will raise their total spendable income to over a billion. Yet that's only the youngsters' own market. We know now that besides buying for themselves, they persuade their parents, especially their mothers, to make purchases for them. And their parents are better able today than ever before in history, to buy more.

There are 22,000,000 families with children between the ages of 5 and 16. The average family income today is about \$4,000 a year. The families of these 30,000,000 youngsters have approximately \$88,000,000,000 a year to spend. If they were to spend only one cent out of a dollar for candy bars, that would mean \$880,000,000 sold to the adult market for children's consumption. And that means in addition to the children's own market. Conservatively, with total candy sales now running between \$900,000,000 and \$1,000,000,000, candy bar sales at 45% of total volume should be running between \$400,000,000 and \$500,000,000.

The outstanding fact about the candy bar market is that it is an impulse buying market. Neither adult nor young consumers deliberately set out with money in their pockets to shop for candy bars. According to one survey of retail buying habits, 4 out of 5 candy bar purchases are made on impulse, not because the customer had intended to buy a candy bar, but because he or she saw a candy bar on display and was impelled to buy it.

Impulse Buying Means Point of Sale Merchandising

To make more candy bar sales we've got to do a better job of point-of-purchase merchandising.

First, there must be an increase in traffic past the counters where candy bars are displayed.

Second, displays of candy bars must be made more striking and interesting.

Third, packages must be made to do a better selling job. For in impulse buying, it is the package that makes the sales.

But how are we going to get more traffic—especially youngster traffic—past the counters where candy bars are displayed? There is only one way. To attract these youngsters the manufacturer must give them what they want, *plus*. To increase traffic and step

up sales he must appeal to their *plus* wants or interests. If he does this, he will attract them and they will buy.

New Hobby May Be Answer

One of the most amazing phenomena of this year of 1952 is the preference of some 15,000,000 child hobbyists in this country for collecting and trading seals and labels taken from packages, including candy packages. According to the American Hobby Federation, which has just completed a year-long survey among the 8,414 hobby clubs throughout the U. S., the 10 leading hobbies of youngsters, in order of descending popularity, are:

- Collecting seals and labels
- Autographs
- Making model planes
- Woodcraft
- Collecting insects
- Collecting stamps
- Painting
- Dolls
- Photography
- Model Railroad

From this survey we know youngsters prefer metal foil embossed seals and fancy die-cut labels. These they collect and paste in albums, just as they used to do with stamps. And when they get duplicates, they trade these with their friends for items they lack but need to make their collections more complete. Think what this means: your brand name not only is impressed on the mind of the youngster who gets your seal or label, but also on the minds of the other youngsters he shows it to and discusses it with.

*From this survey we know that youngsters prefer to collect seals and labels that run in a series: autographs of movie stars, pictures of flowers,

birds, animals, presidents, famous generals, battle monuments, national parks, airplane models, etc. They also want color, original design, unusual shapes.

Finally, it appears that this hobby has won the approval of parents and elders. For it costs nothing, keeps the youngsters amused, and is, in fact, educational.

What To Do

First, re-appraise your package or wrapper. Has it everything necessary to attract attention in display?

Second, can the package or wrapper be given extra interest by adding on the outside, or including in the inside, a seal or label that will capitalize on this hobby of America's youngsters? If so:

Third, have your seal or label designed to appeal to the *known* desires of this youngster market.

Fourth, build your advertising and promotion around this new feature of your packaging: key it to your TV, radio, publication, car card and point-of-sale efforts.

Fifth, train your salesmen to talk about it in terms of its market appeal—its *known* appeal to over 15,000,000 youngsters and its probable appeal to 15,000,000 more, not only for their own buying, but also for their influence on the buying that is done for them by their families.

Sixth, train your dealers to play up the new interest you have added to your product by its improved packaging and the special youngster appeal of its seal or label.

The opportunity is anybody's who makes candy bars. And somebody is sure going to grasp it and go to town. Will it be you?

The MANUFACTURING CONFECTIONER is glad to bring this new, yet old packaging idea to its readers for consideration in their merchandising efforts. Mr. Adams, in this article written exclusively for our use, has, it seems to us, hit upon a practical yet inexpensive idea, which can be used to advantage by the candy manufacturer with an established produce who wants to increase his volume, or the one with a new product who wants to get on the volume bandwagon quickly.

There is no doubt but what a rich, ready-made market awaits candy manufacturers in sales to children. According to evidence, this market has only been scratched. Furthermore, by making your brand name known and demanded by children, not only will accelerate current volume but will build loyalty to your brand in the future as the youngsters become adult customers.

Plan your new package to take advantage of this latest development in children's hobbies—add a series of fascinating seals or labels to appeal to this great market.

why stick your neck out
when buying folding cartons?

**QUALITY-CONTROLLED EMPIRE CARTONS
ALWAYS MEASURE UP TO YOUR REQUIREMENTS**

There are good reasons why you never risk your neck when you buy Empire folding cartons. Empire Box controls carton quality throughout production — from paperboard... made in our own mill... to finished product.

Empire Box keeps your costs under control, too, by utilizing up-to-date, more efficient production techniques. And Empire's multi-plant operation helps you save on shipping costs — an important money-saving factor.

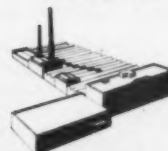
Call or write Empire Box when next you buy folding cartons. You can always depend on Empire Box to deliver fine quality folding cartons at prices you can afford to pay.

**EMPIRE BOX
CORPORATION**

GARFIELD, N. J. • CHICAGO, ILL.



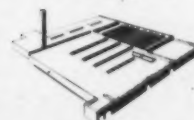
**3 GREAT PLANTS
TO SERVE YOU**



Garfield, N. J.



Stroudsburg, Pa.



South Bend, Ind.

These attractive packages are representative of the fine folding cartons Empire Box is producing for leaders in industry.

The panel members this month were:

Mr. Herman Rucklis, Candy Buyer for Associated Merchandising Corporation

Mr. Charles Nickel, Candy Buyer for H. C. Bohack Co.

Mr. Theodore Anderer, Manager of the Candy Department of Gimbels, N. Y.

Mr. Jim Nash, Packaging Designer

The Candy Packaging Clinic

Boxed Goods, \$1.00 and Under

Code PK 11A52 Chocolate Coated Specialty Pieces

One layer set-up box, one half pound for 89c, printed gray and pink in vertical stripes.

This is a well-designed box. The vertical stripes and pastel colors give it an expensive and luxurious appearance. The main criticism of the design is that it is weak. It does not show up well when displayed with

boxes printed in stronger colors. Another criticism is that it does not look like a candy package. There is nothing to suggest candy in the design. In fact, the trade name itself suggests anything but candy. Therefore, it has little appeal to those who are not familiar with the product. The designer sacrificed strength of design for class.

The closure is a printed cellophane tape, very cheap and unattractive

considering the price of the package and the over-all design. This product needs a cellophane overwrap, though the design would have to be stronger to take it. Embossed wadding is used inside. When the wadding is taken out, the package loses all pretense of class and quality and appears as a bulk pack from a variety store. There is only a sheet of waxed paper folded over the candy. The package appears slack filled. Dividers should be used,

CANDY COMPANIES APPRECIATE BOUQUETS AND BRICKBATS FROM PACKAGING CLINIC

Following the appearance of the "Packaging Clinic" report in the August issue of *THE MANUFACTURING CONFECTIONER*, we received many letters of comment from manufacturers whose packages were studied. Excerpts of some of these letters are reprinted here.

A large mid-western company writes:

We will send, under separate cover, a sample package of our new 7 ounce bag which takes care of the principal points you made in connection with the word "Butter-Scotch" on the front of the package. You will note in this new package which we introduced to the trade several weeks ago that we have corrected the printing of "Butter Scotch" by making it more legible and by separating the letters as well.

We appreciate your courtesy in sending this information to us and are happy to

let you know that we have already corrected the point you mention.

From a well-known eastern manufacturer:

Please accept our sincere thanks for the very favorable comments included in the item covering this package.

A west-coast candy company writes:

We appreciate your analysis and also the suggestion that a price spot could be used on our package to advantage. As we are in the process of more or less redesigning our package in some minor ways, we will include this and thank you for this good suggestion.

Another mid-western company appreciates the Clinic:

We were very much interested in your report on our package. Apparently it did not meet with the approval of your Clinic, and evidently we did a poor job in building the package. . . .

This was our first attempt at building an open-faced package, and at that time we had many complaints direct from store managers indicating they were having trouble with breakage on window boxes. This prompted us to incorporate in the package a center panel. Since then there have been a good many changes in design as well as the type of material used in open-faced packages. It appears that when a package is selling, most everyone feels it is a good package. The perfect package has not been built as yet, and everyone interested in package design is constantly striving to improve his package or packages. In any event we shall certainly give consideration to the things you pointed out in your report on our small package and feel confident it will help us materially in our deliberations when we are in the process of designing additional packages.

A rebuttal from the East:

Despite the criticism of our package by the Packaging Clinic in your August issue . . . our sales of that number are increasing steadily, and our problem today is to pro-

or better yet, individual cups. There is room in the box for both. This box as it now stands, cannot be satisfactorily displayed open.

The panel feels that this package is a good example of a well-designed package with little thought given to follow-through on closure or findings or on merchandising possibilities.

Code PK 11B 52 Toffees

Set-up box, one pound for 69c, printed bright blue and gold on white, embossed, with printed tape label identifying flavor attached with cellophane tape.

The over-all design is fair. It tries to create the impression of imported candy. Because over 50% of the box is printed a bright blue it gives a heavy appearance, not at all the feeling of candy. This shade of blue is a dead one for a candy package. It just does not look like a 69c package.

The panel took exception to the phrase prominently displayed, "Famous in England", as it is misleading, creating the impression of imported merchandise, when it is actually made in this country. Also, rather than printing new boxes, a buff colored label was attached changing the type of flavor. This label does not carry through the design of the box, and more seriously, covers up the name of the manufacturer and some of the list of ingredients, which is illegal.

The inside pack could be improved greatly. It is a dump pack, individ-

ually twist-wrapped, with two color wraps, one blue the other black. The bottom tray is very cheap, unlined. It should be lined and partitions should be used. Diagonal partitions would improve the appearance and still not require hand packing.

Code PK 11C52 Mints

Set-up box, 11 ozs. for \$1, printed gold, chocolate brown and chartreuse on white.

The design is good, but too "busy". The top panel is too crowded and as a result, nothing stands out well. The company name and crest is pleasing and stands out well. Because the product name is printed in the same type face as the company name and crest neither stands out alone. They should each be very different, one emphasizing the other. The illustration is poor, it tries to show too much, doing nothing well. Only one piece should be illustrated. The band across the illustration detracts from the package and should be eliminated or subdued. One great drawback on the package is not taking advantage of the side panels. This package is undoubtedly stacked flat, often on a high counter, and in this position the blank side panel is the only visible portion of the box to the customer. It would cost no more to print these panels, at least with an illustration of the product. The choice of colors is good as they are pleasing and unique.

The individual pieces are in glassine envelopes with one divider. Embossed wadding is used. The inside appearance is good but is slack filled.

Code PK 11D52 Nougats

Folding box, 4½ ozs. for 55c, printed green, very dark brown and yellow on white.

This is a well-designed package, giving the impression of a very high quality candy. There is a little too much on this package, suggesting that the design was made for a larger package and then reduced to fit this smaller one. The white band on the end of the package tends to cut the package short and the dark band is too narrow to pick it up. The product illustration would look better tilted a little as its upright position makes all the lines too stiff.

Each individual piece is wrapped in laminated gold foil, then placed in an individual folding carton. Eight cartons fit into the larger carton. From the protection and design standpoint, these individual cartons are completely superfluous. The panel wonders whether the quality impression of these boxes on the consumer will be outweighed by the thought that he is buying more packaging than candy. Actually 20% more candy would fit into the outer carton if the individual cartons were dispensed with.

Code PK 11E52 Mint Sticks

Set-up box with window cut-out, 7½ ozs. for 29c, printed green on white, with cellophane overwrap.

The box gives the impression of candy and it portrays the cool and minty feeling of the contents. However, the design is very cluttered up. There are too many prominent elements, without emphasis on any one in particular. The brand identification is poor and should be sharpened, and the illustration should be played down or eliminated. The window showing the contents eliminates the necessity of illustration.

The bottom tray is very cheaply made. For this type of outlet a lined box should be used. The type of pack shows very clearly to the consumer that about 40% of the box is occupied by the twist ends of the individual wraps. The panel felt that this might have an adverse effect on the repeat sales of the product. A narrower box that would crowd these ends against the candy would help. The window gives the impression

(Please turn to page 34)

duce enough to fill orders with any degree of promptness.

Another Easterner appreciates the Clinic:

This report was given careful consideration at one of our office meetings today, and we appreciate having the benefit of your examination and criticism.

From the West comes a change and a sample:

One of the things mentioned has been corrected by us in a newer bag that we have gotten out since the one evidently analyzed. We are enclosing herewith one of the new bags.

There is one factor that we gave considerable thought to and that is the view of the candy. There are different opinions, of course, as to whether a full view of the candy is vital. We reason that you have to pick up a package to see what's in it anyhow (at least, you can't tell from five or six feet away), so when it gets within a foot of the viewer, he can see what the bag contains. . . .

We don't quite get the idea that the price spot should be moved to the top of the

package to facilitate the stamping of the price except perhaps it might be another obstruction to the view, the addition of which space would probably not make much difference.

We thought you would be interested in knowing that we changed the package for one thing, and also that we appreciated reading the constructive criticism in this article; so in order that you can have an idea of what is inside these packages, I am sending you a few under separate cover which I hope you will enjoy.

This eastern company beat us to it:

We had a chance to read this (the Clinic report) . . . and found it most helpful, even though the criticism was not exactly complimentary.

We think in the future you might be wise to allow the manufacturer to submit a sample package showing his latest modification of his design, since, as was true in this case, some of the criticism leveled had already been rectified.

We, nevertheless, thank you for the writeup.



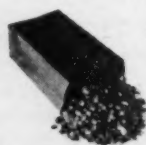
**Let THILCO solve your
PRODUCTION problems
with these *Functional*
PROTECTIVE PAPERS**

The accent is on sanitation, preserved flavor, lasting freshness and packaging versatility when you use Thilco protective papers. This line of confectioner's "specialties" ranges from individual non-sticking wrappers of the tiniest size to large moisture-vapor proof wrappers and bags for bulk packaging and storage. Besides affording maximum functional protection most Thilco papers can be decorated to add measurably to your product's sales appeal. You save time and money too, because all these papers come from our one single source mill. We'll be glad to have a representative tell you more. Simply write us — No obligation, of course.

Thilco Papers Include:

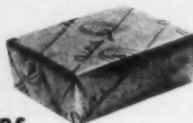
Glassines and Greaseproofs, Water-Vapor Barriers, Special Treatment papers, MG and MF Krafts and Specialty Bags — most of them can be custom DECORATED to your exact requirements.

**GLASSINE FOR
INTER-
LEAVERS
WRAPPERS
AND CUPS**



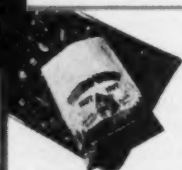
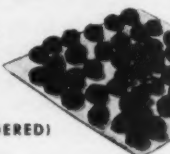
**STICK-PROOF
BULK
CANDY
BAGS**

**DECORATED
BUNDLE
WRAPS
BOX COVERS**

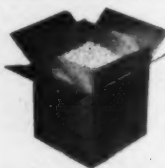


**INDIVIDUAL AND BULK
GREASEPROOF
POP CORN
BAGS**

**CHOCOLATE
DIP
PAPER
(SUPER-CALENDERED)**



**GREASEPROOF
DUPLEX
NUT BAGS**



**MOISTURE
VAPOR-PROOF
CASE
LINERS**

**MOISTURE-PROOF
FRUIT
POWDER
ENVELOPES**



Thilco

Functional Papers **FOR PROTECTION THAT COUNTS!**

NEW YORK • CHICAGO
DETROIT • MINNEAPOLIS

THILMANN PAPER CO. • KAUKAUA • WISCONSIN

(from page 33)

that the candy covers the full width of the box. If the window were extended the full width of the box, the consumer would be able to see the twist and the fill and not be disappointed.

**Code PK 11F52
Peanut Brittle**

Tall round can, friction top, waxed paper lined, one pound for 75c, printed dark brown and buff.

The over-all design on this can is very poor. It is obviously not designed from the viewpoint of merchandising or advertising. The entire can is too cluttered, making identification of the contents very difficult. The can itself is of very high quality, domed lid and rolled rim. Once a consumer is familiar with the can it can be easily identified, but the design discourages new customers. If this can is to be used extensively in selling through better class retail stores, it must be re-designed to compete successfully with other candy packages on the shelves for the attention of the shopper's eye.

**Code PK 11G52
Solid Chocolate**

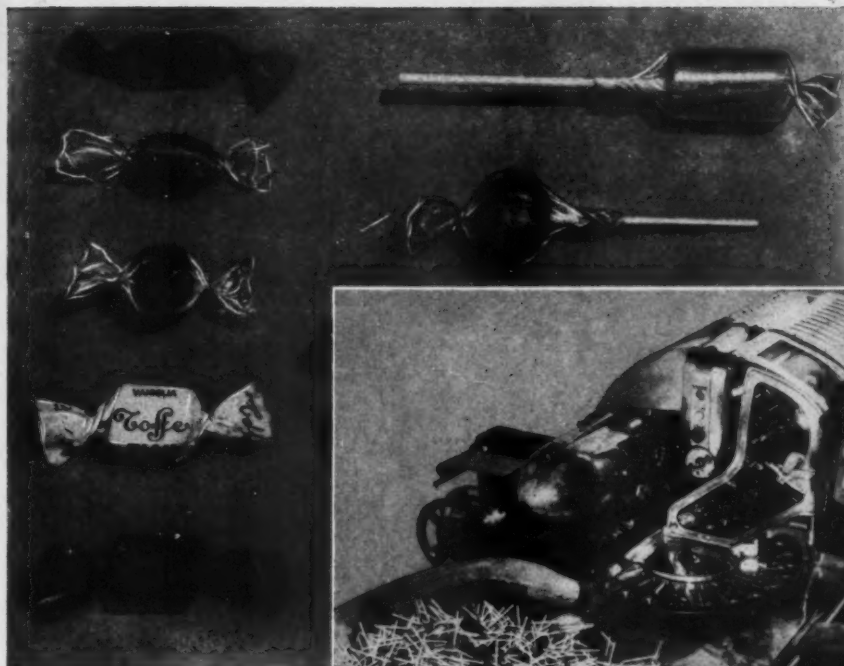
Set-up box, 7 ounces for 59c, printed red and black on white and embossed, with cellophane overwrap.

The design is clean, but quite old-fashioned. The second color is used very sparingly and the panel wonders if its use justifies the expense. Actually, the combination of this red and black can produce a fine dark chocolate color without additional cost, and the effect of an illustration would add to the selling effectiveness of the package. The effect of the embossing is almost entirely lost because of the cellophane overwrap. The trade name also appears on the end panels. From a display point of view, they would be more effective on the side panels.

The findings on the inside are very good. A good quality embossed padding is used. There is also an enclosure guaranteeing the quality of the contents and offering a new box if this one is defective.

A patterned glassine liner is used, with cups and dividers. The dividers should be chocolate colored to improve the appearance, as the gray contrasted to the dark candy and cups cheapens the impression.

THE MANUFACTURING CONFECTIONER



AMF Rose I.S.T. Twist Wrap Combination Machine wrapping lollipops.



Wrap Both

CANDY PIECES AND POPS on one machine

STEP UP YOUR SALES with attractive fan tails on your irregular shaped candy pieces **AND** lollipops. The AMF Rose I.S.T. Twist Wrap Combination Machine wraps **BOTH**. It twist wraps up to 160 irregular shaped pieces per minute with eye-catching fan tails at both ends... or up to 110 pops per minute with fan tail tops and heat sealing along the stick.

INDIVIDUALLY WRAPPED CANDIES will increase impulse buying. Colorful wraps seal out dirt and moisture and protect against handling, yet produce attractive, appetizing displays with brand identification on each piece.

WRITE Mr. B. L. Ahrens for complete specifications, price and delivery on the Rose I.S.T. Twist Wrap Combination Machine and Horizontal Automatic Batch Roller and other Rose Candy Machines.



AMF DOES IT BETTER—AUTOMATICALLY! SINCE 1900
 AMERICAN MACHINE & FOUNDRY COMPANY, 511 Fifth Ave., New York 17, N. Y.
 West Coast Sales & Service Headquarters, 1258 Mission Street, San Francisco 3, California
 Southwest Sales & Service Headquarters, 2106 Irving Boulevard, Dallas 2, Texas

speed *up*— dress *up*—

YOUR PACKAGING FOR IMPULSE SALES

**PRODUCE EYE-APPEALING PACKAGES AT
AMAZING SPEED OF 3 UNITS PER SECOND!**

Yes — and numerous special installations are running as high as 300 per minute! Machine wraps single or multiple item units in neat, square cornered packages that stimulate product interest — prompt buying action. You cut packaging costs, too, with reductions in labor and materials.

Most installations require only one person for both feeding and operating machine. Unless specially desired or actually needed, products are beautifully wrapped without boards or stiffeners.

"Float" wrapping is the answer. Any type wrapping material may be used — with preprinted labels accurately positioned. Likewise, any type of automatic feed and wrapper sealing can be employed—including hermetical sealing.

If you want speed and improvement in your packaging, investigate the Campbell Wrapper today!



New York
office
55 West
42nd St.

We are contributing to the nation's defense program by providing a large part of our increased production facilities for building precision armaments. Civilian orders are filled on a reasonable time basis only.

Campbell WRAPPER

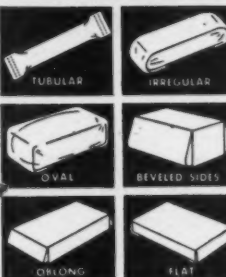
Manufacturers of Aniline and Gravure Presses, Folders, Interfolders, Laminators, Waxers, Embossers, Slitters, Sheeters, Roll Winders, Packaging Machines, Creppers and Tissue Converting Units.

Write for fully illustrated brochure.



Wraps—

FROZEN FOODS • SOAPS
PREPACKAGED MEATS
CRACKERS, COOKIES AND
BAKERY GOODS • FOOD
PRODUCTS • CANDIES •
CONFECTIONS • FRUITS •
PAPER PRODUCTS • ICE
CREAM NOVELTIES • FILM
MEDICINE DROPPERS
CIGARS • BANDAGES
PHARMACEUTICALS
DRUGS • MACHINE PARTS
AND 101 MISCELLANEOUS
PRODUCTS.



Leaf Brands' Design Program Produces New Christmas Packages

Three new brilliantly designed packages were recently shown to the trade by officials of Leaf Brands, Inc. of Chicago. The work on these designs was begun more than a year ago, and is ready for the current Christmas market.

The "Season's Greeting Box" features an outer sleeve, colorfully printed in the Christmas spirit. The one pound of assorted wrapped candy on the inner tray fitted into the sleeve has no Christmas identification and can be easily slipped out of the sleeve for post-Christmas merchandising.

The "3 Star Special" includes three large bags of Christmas candy consisting of filled peanuts, filled raspberries, and peppermint starlights enclosed in cellophane bags for everyday merchandising, but together they are fitted into a gaily printed Christmas box with three large cellophane windows, each in the shape of a star through which the candy can be seen. The "5c Cellophane Christmas Stocking" consists of a white bag with a cellophane window shaped like a stocking, through which red and green imperials show through. Designed with a hole at the top so that it can be hung on a tree, the package will be merchandised as a Christmas tree decoration as well as a tasty confection.

Much favorable comment has been received on the convertibility feature of the three packages as well as the added protection.

CODE DATERS NAME MARKERS PRICERS

**Gummed Tape Printers
For The Candy Industry**

Write for information

KIWI CODERS CORP.
3804-06 N. Clark St., Chicago 13, Ill.

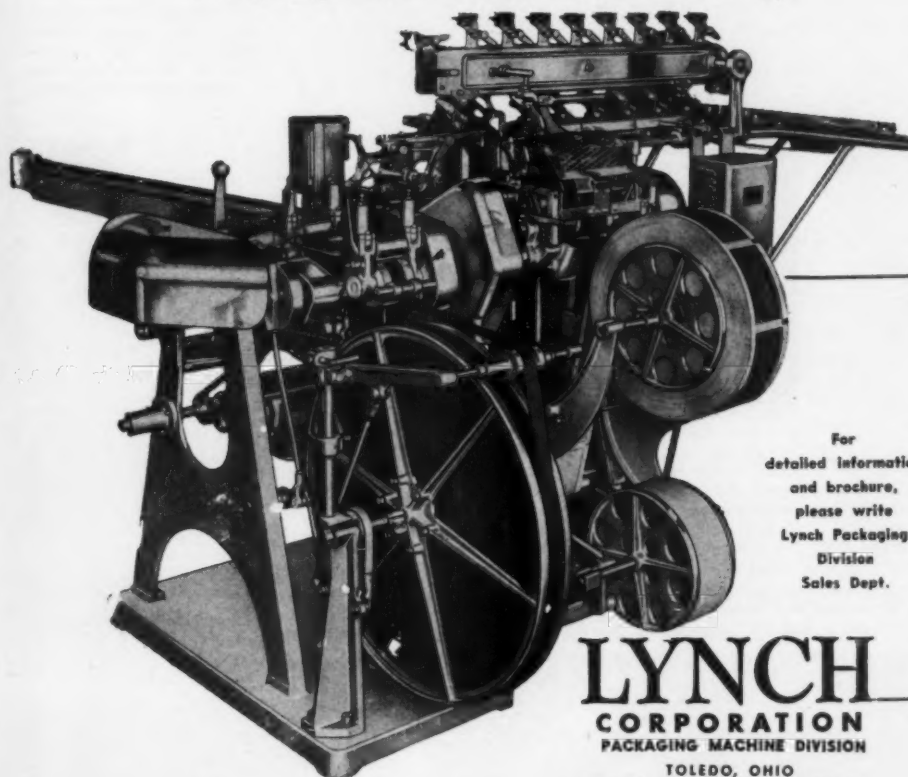
LYNCH WRAP-O-MATIC

MODEL RA (or PB) IS YOUR WRAPPING ANSWER!

For - candy bars...multiple pack bars...
caramels...wafers...mounds...clusters...cups;

Also many items in other fields.

Featuring : Boat or card or no card wrap.



For
detailed information
and brochure,
please write
Lynch Packaging
Division
Sales Dept.

LYNCH
CORPORATION
PACKAGING MACHINE DIVISION

TOLEDO, OHIO
BRANCHES: NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA



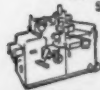
PAR AIR
COMPRESSORS



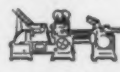
PAR
REFRIGERATION
COMPRESSORS



WRAP-O-MATIC
CANDY & COOKIE
WRAPPING
MACHINES



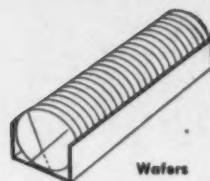
MORPAC
PAPER PACKAGING
MACHINES



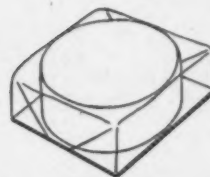
MORPAC
BUTTER & OLEO
PACKAGING
MACHINES



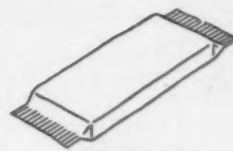
GLASS FORMING
MACHINES



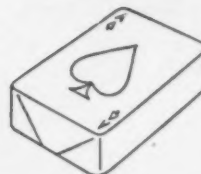
Wafers



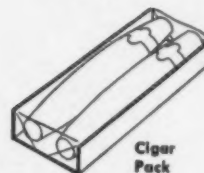
Cup or Mound



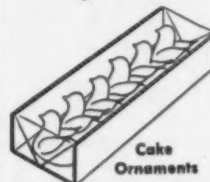
Crimped End Bar



Playing Cards



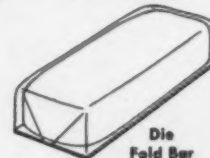
Cigar
Pack



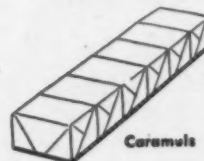
Cake
Ornaments



Two
Piece Bar



Die
Fold Bar



Caramels



Jubilee—being marketed by Boyer Bros., is wrapped in unprinted laminated foil and overwrapped in printed amber cellophane. Overwrap is printed by Shellmar Products Corporation in its Colodense Process.



Redesigned boxes by Gordon Cartons, Inc. for Siu Confectionery Co., these new window boxes are a complete departure from the company's former package.

New England Confectionery Company's long-time favorite, CANADA MINTS, is now appearing in a new package design developed by Forbes Lithograph Mfg. Co. after many months of study and pre-testing.



New Candy Packages



The new rectangular package of Charms Candy Company candies has been designed with self-service in mind. The Reynolds Metals Co. supplied the aluminum foil used in the package, which is proof against handling and dust penetration. Beautifully color printed with a life size, actual kodachrome of the candies within, the package has excellent display value.



Imported Christmas Candies by George W. Horner & Co., Ltd., are being introduced by Drake America Corp. The four-ounce tin box is filled with individually-wrapped mixed toffees and hard candies, and is made to retail for 49 cents. A gift card accompanies each tin.



H. B. Reese Candy Company has introduced a new package of their Peanut Butter Cups. Wrapped in the famous orange colored Reese's wrapper, the pack contains 4 individual peanut butter cups to retail at 10 cents.

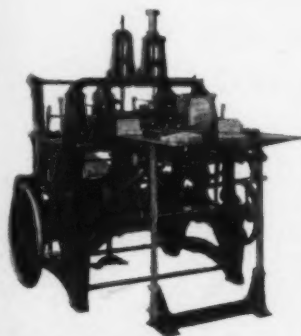


Deran Confectionery Co., Inc. has prepared for a promotional campaign by dressing its Mint Patty in a new foil wrap, produced by Milprint, Inc. The new package is not only representative of a careful color design for the product, but also is easier stacked and displayed.

AGAIN
the choice is **US**



Necco's carton for chocolate mints is made on **STANDARD BRIGHTWOODS**



the **STANDARD BRIGHTWOOD**
Forms hinged-cover, telescope, trays, and tapered boxes in a wide variety of sizes at speeds up to 60 or more finished boxes per minute. High Speed Models also available.

Manufacturers who produce their own boxes and cartons, as well as commercial box makers are sold on U. S. Automatic carton-forming machinery because they can rapidly turn out precisely-formed, solidly-glued boxes. The New England Confectionery Company, manufacturers of famous Necco candies, use Standard Brightwood machines to make the chocolate mint cartons illustrated. Should a new design be developed or a different size be required, these Standard Brightwoods may be changed over easily and quickly to handle other sizes of cartons.

And it is this speed and versatility that appeals to the commercial producer who is called on continually to turn out varying sized cartons in large quantities and often on short notice. Whether you produce boxes for your own use or for others, it will pay you to learn the advantages you can enjoy when you use packaging machinery made by **US**. Write **US** today, giving complete details of your problem.

U. S. AUTOMATIC BOX MACHINERY CO., INC.

Owning and Operating **NATIONAL PACKAGING MACHINERY CO. ★ CARTONING MACHINERY CORP.**

200 ARBORETUM ROAD, ROSLINDALE, BOSTON 31, MASS.

Branch Offices: New York ★ Cleveland ★ Chicago



Net and Gross Weighing
Package Forming and Filling
Carton Sealing, Lining,
Wrapping, Box Making



Most Good **CANDY** Is Bought for Women



Your Candy
Can Must
Have Plenty
of
SALES APPEAL

THE container that attracts the eye, attracts sales. Heekin artists and designers are outstanding in the creation of individually styled confection containers. Heekin's personal interest in your problem and Heekin's Personal Service are PLUS factors that do not appear on any order. Before you order lithographed cans again —talk with Heekin.

Heekin Cans
LITHOGRAPHED
THE HEEKIN CAN CO.,
PLANTS AT CHICAGO, ILL. & INDIANAPOLIS, IND. CHRISTIAN, ARIZ. TENNESSEE, SPRINGDALE, ARKANSAS

1901
51
Years of
Service
1952

What's **NEW** in candy **PACKAGING**

The products described help keep you up-to-date on new confectionery equipment, materials of all types. The items below are coded for your convenience. For any further information, write to THE MANUFACTURING CONFECTIONER, 418 North Austin Blvd., Oak Park, Ill. Use the coupon on page 44.

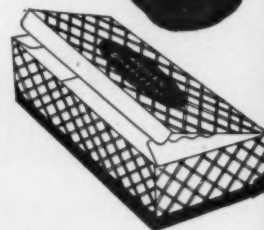
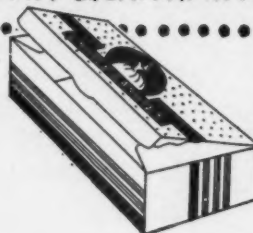
Bag and Label Sealing Machine

This manually operated polyethylene or pliofilm bag sealer incorporates a new sealing principle, which makes neat straight perfectly welded seals. Especially useful in sealing bags with a saddle label sealed over the top, this new vacuum fed sealer is expected to speed up production on any flexible packaging line. Code P11G52.

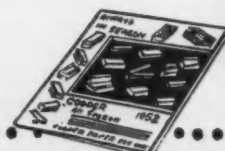
New Fashion Gift-Wraps

Lacy edge rayon satin ribbon in nine of the most popular color combinations reflects a dramatic shimmer-
(Please turn to page 42)

**'COOPER-STYLED FOLDING
BOXES HELP SELL MORE
CANDY EVERYDAY IN THE YEAR'**



Write or wire dept "M"
for Illustrated Price List



COOPER

PAPER BOX CORPORATION

Dept "M" • BUFFALO 4, NEW YORK

bag
akes
seful
top,
pro-
G52.

most
mer-
42)



GREASY PRODUCTS ARE NO PROBLEM



...with tailor-made **Riegel** papers

A few things RIEGEL
can do for you . . .

- ▶ Keep products dry
- ▶ Keep products moist
- ▶ Retard rancidity
- ▶ Seal with heat or glue
- ▶ Provide wet strength
- ▶ Stop grease penetration
- ▶ Retain aromas, flavors
- ▶ Resist extreme cold
- ▶ Reduce breakage
- ▶ Prevent sifting
- ▶ Protect from light
- ▶ Resist alkalis
- ▶ Resist corrosion
- ▶ Boost machine efficiency

FATS, GREASES AND OILS which bleed through ordinary papers often spoil appearance, affect delicate flavors and aromas, and sometimes even destroy other protective properties of the package. Riegel has solved these problems for many products such as potato chips, chocolate bars, soap and meats. Whether the solution is a simple greaseproof glassine or a heat-seal triplex lamination of foil and glassine, Riegel can usually tailor-make the right paper . . . quickly, efficiently, economically. Write to Riegel Paper Corporation, P.O. Box 170, Grand Central Station, New York 17, N. Y.

Riegel

FUNCTIONAL PAPERS FOR PROTECTIVE PACKAGING

▶ WRITE FOR SAMPLE BOOK



This Job of Checkweighing — It's Important . .

The important factor in candy packaging is uniform containers. Cost minded plant managers realizing this specify EXACT WEIGHT Scales to accomplish this end. Well known to them is the fact that sound checkweighing is one of the best cost control measures at their disposal since accurate weights always mean improved quality . . . uniform packages . . . money saved. Illustrated above is a fine candy checkweighing operation. It's the right scale for the right job in the right place. Every EXACT WEIGHT Scale is designed and built for a particular operation. This is why these scales generally save time, money, product and labor for the user. Write for details for your plant.



"Sales and Service
from
Coast to Coast"

EXACT WEIGHT SCALES

BETTER QUALITY CONTROL
BETTER COST CONTROL

THE EXACT WEIGHT SCALE COMPANY
912 W. Fifth Ave., Columbus 8, Ohio
2920 Bloor St., W., Toronto 18, Canada

(from page 42)

ing effect when added to confectionery boxes. Available in 50-yard bolts. Code P11C52.

Heat Sealer



Jaw type heat sealer developed primarily for sealing bags and similar enclosures made of polyethylene, equally applicable for pliofilm, vinyls and other plastic bag materials. Sealer for table mounting and foot pedal operation. Speed limited only to the aptitude and speed of the operator in inserting the end of

the bag between the bars and depressing the pedal. Code P11A52.

(Please turn to page 44)



Milprint

INC
PACKAGING MATERIALS
LITHOGRAPHY & PRINTING

GENERAL OFFICES: MILWAUKEE, WISCONSIN
SALES OFFICES IN ALL PRINCIPAL CITIES



GAIR SHIPPING CONTAINERS

Eliminate Many
Hazards of Shipping

Gair Corrugated Containers are so scientifically constructed that they offer the utmost PROTECTION against the many hazards of shipping...truly amazing how they withstand tremendous knocking about and rough usage.

Without obligation Robert Gair offers a helping hand in solving shipping container problems.

WRITE TODAY
for technical information



*Reg. U. S. Pat. Off.

ROBERT GAIR COMPANY, INC.
155 EAST 44TH STREET, NEW YORK • TORONTO
PAPERBOARD • FOLDING CARTONS • SHIPPING CONTAINERS

THE MANUFACTURING CONFECTIONER

they don't call
us speedy
for nuthin'!

Meeting and beating emergency
deliveries is nothing unusual for us—
just part of our everyday production.
That's why our growing list
of customers includes
a name like **Mason**

**industrial
packaging co., inc.**

Manufacturers of Folding Paper Boxes

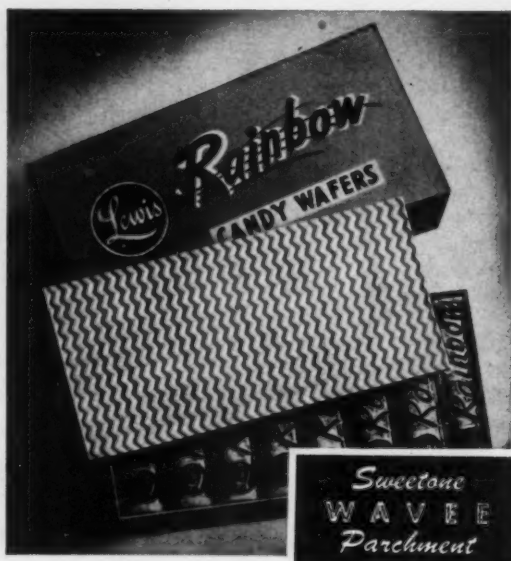
1155 Manhattan Avenue

Brooklyn 22, New York

EVERgreen 9-5560



For Maximum Protection at Lowest Cost



SWEETONE WAVEE PARCHMENT is the most economical grease proof box pad sold today. It is ideal when used as a safeguard against breakage for candy.

Write Today for a new folder containing actual samples of our complete line of Sweetone Paper Products for manufacturing confectioners including:

Shredded Papers	Chocolate Dividers
Waxed Papers	Boat & Tray Rolls
Globular Parchment	Layer Boards
Embossed Papers	Die Cut Liners
Candy Box Paddings	

George H. Sweetnam, Inc.

282-286 Portland Street, Cambridge, Mass.



Representatives in Philadelphia, Detroit, St. Louis, Chicago, Dallas, New Orleans and Los Angeles

(from page 42)

Automatic Carton Stapler

Filled fibre or corrugated cartons can now be stapled outside the carton on this automatic model of a retractable anvil carton stapling machine. The model is recommended for closing overlap cartons, and end closure on long narrow cartons of either the overlap or slotted type. Cartons closed by this machine meet full requirements of the Consolidated Freight Classification and have the approval of the postal authorities. Code P11D52.

Rotary Marking Machine

Twice the marking speed at half the cost is the claim being made for this new type rotary marking machine. The machine has many uses in both office and factory. Printing is done by a spirit duplicating process, resulting in saving considerable time in type setting, inking, handling type, etc. Code P11E52.

Hotplate Heat Sealer

A highly durable aluminum alloy hotplate is now in production. This is 54% thicker than previous models, and is represented as being able to withstand far more abrasive action than any other hotplate. Built to outlast five hand-sealing irons, it is expected that the new type hotplate will increase output by 30% compared to a hand iron. Code P11F52

How to Get Better Packaging

A new 16-page booklet offers a solid, shirt-sleeve approach to packaging design. This little publication is filled with packaging pointers which have been gathered from solving problems unique to many types of package users. It contains many suggestions for displayability, stackability, creating multiple sales, packaging responsibilities, re-use packages, and multiple purpose packages. Copies are available for distribution. Code P11H52.

Automatic Carton Sealer

Two separate units make up this machine—a bottom sealer, complete with automatic feed and carton magazine, and a top sealer, including a compression or drying section. The units may be used together, with any type of carton filling operation in between, or they may be used individually for operations where only the bottoms or tops of the cartons are to be glue-sealed.

Simplicity in the changeover from one size to another is stressed by the manufacturer. The machine is designed to handle a large variety of carton sizes. Code P11B52.

Circle Code Numbers and Mail Coupon for Literature on Any Item Discussed in this Section to

The Manufacturing Confectioner
418 No. Austin Blvd., Oak Park, Ill.

P11A52	P11D52	P11G52
P11B52	P11E52	P11H52
P11C52	P11F52	

Name

Firm

Address

City..... Zone..... State.....

DURABLE Beauty

FOR YOUR

CHOCOLATES
MINTS
HARD CANDIES
ASSORTMENTS

DISTINCTIVE - PRACTICAL
ECONOMICAL - COLORFUL

STOCK DESIGNS
AND SIZES
ALSO AVAILABLE

Quality **OLIVE CAN COMPANY** Service
MANUFACTURERS • DESIGNERS
PLAIN • LITHOGRAPHED
METAL CONTAINERS
450 N. LEAVITT ST., CHICAGO 12, ILLINOIS

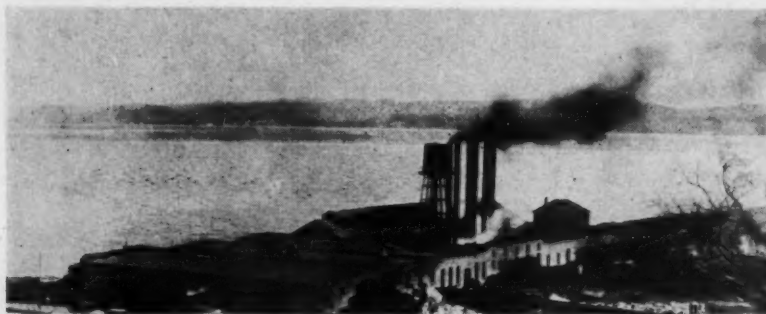


Fifty Years of Cartoning

The year 1952 marks the 50th Anniversary of the Gair Cartons Division (Piermont, New York) of Robert Gair Company, Inc. On February 12, 1902, paperboard was first run by the Piermont Paper Com-

pany, its predecessor, over the initial machine installed. This first machine turned out approximately 25 tons a day.

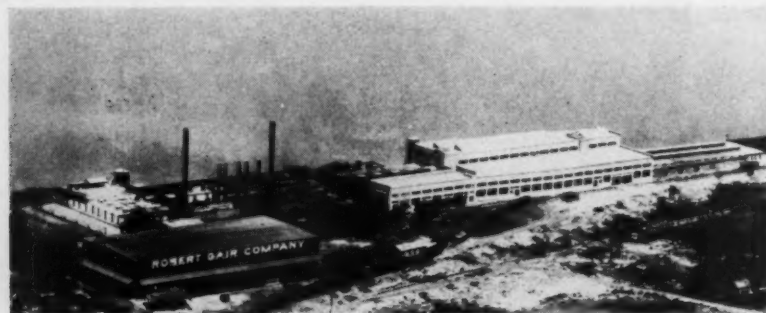
The photo just below is of the Piermont Paper Company about 1910.



Following a merger of Piermont and other plants with Gair in 1920, not only were the paperboard manufacturing facilities expanded extensively, but one of the largest folding carton units in the country was added.

Equipment for the manufacture of machine coated board, Gaircote, has been installed to provide the finer grades of paperboard. Operations in the fabricating unit, or box department, have been modernized and improved. Present day gluing ma-

chines fold and glue cartons with an amazing speed. Two types of printing presses of particular interest are the presses on which paperboard is fed in one end, printed in several colors, cut and creased, and delivered as finished folding carton blanks. The second is the new battery of sheet-fed gravure presses which makes it possible to adapt one of the oldest forms of fine color printing, heretofore done only on fine grades of paper, to paperboard.



The photograph showing the Gair plant in Piermont in 1952, illustrates how the local management has made the effort to fit the large plant into a rural community to form an integral part of that community. And in recognition of its obligations toward its neighbors, every effort is made to beautify the exterior of the plant and its properties, and to participate

to a greater extent in all worthwhile local projects.

It is Gair's policy to protect its large investment in the Piermont properties by keeping them, and the working conditions, so modern, efficient and attractive that the division will continue to be competitive in the industry, and grow in size and prestige as it has in the past half century.

**LOWER COST
AND
SMOOTHER BOTTOMS
ON YOUR PIECES
ARE THE REASONS
FOR THE WIDE USE
OF
"AGATE"
DIPPING PAPER**

**USE IT OVER
AND OVER
AND OVER
UP TO 10 TIMES
AND MORE**

**STRONG BACK—
SMOOTH, HARD
SURFACE**

**SAMPLES FREE
STATE SIZE**

**Matthias
PAPER CORP.
165 W. BERKS STREET
PHILADELPHIA 22, PA.**

**FANCY PAPERS FOR
WRAPPING AND
LINING BOXES
CHOCOLATE LAYER
BOARD**

**PRIVATE DESIGNS
MADE TO ORDER**

Sample books on request

THE MANUFACTURING CONFECTIONER



TIONER

p

TALL

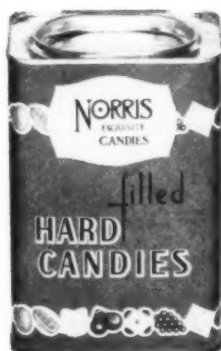
Containers!

**QUALITY
AND SERVICE
ARE STRESSED
FACTORS . .**



...IN THE PRODUCTION OF THESE CONTAINERS WE USE THE UTMOST CARE THROUGH THE ENTIRE PROCESS, WHETHER THE NUMBER BE GREAT OR SMALL.

TALL CONTAINERS MAY BE ADAPTED TO NUMEROUS TYPES OF PRODUCTS, FACILITATING PACKING AND SHIPPING AS WELL AS CONTRIBUTING TO SHELF EYE-APPEAL WHEN AN ATTRACTIVE DESIGN IS USED.



Quality **OLIVE CAN COMPANY** *Service*
MANUFACTURERS • DESIGNERS
PLAIN • LITHOGRAPHED
METAL CONTAINERS
450 N. LEAVITT ST., CHICAGO 12, ILLINOIS

CANDY PACKAGING

Published bi-monthly by
THE MANUFACTURING CONFECTIONER PUB. CO.
418 NO. AUSTIN BLVD., OAK PARK, ILL.

Publishers of
THE MANUFACTURING CONFECTIONER • THE CANDY BUYER'S DIRECTORY
THE CANDY PURCHASING EXECUTIVES BLUE BOOK

Editor & Publisher
P. W. Allured
Managing Editor
Alice W. Burnham

NEW YORK 36, N. Y.
Stanley E. Allured
303 W. 42nd St.—Circle 6-6456

Advertising Offices:
OAK PARK, ILLINOIS
Allen R. Allured
418 No. Austin Blvd.—EUclid 6-5099

NOVEMBER

1952

Supply Field News



• **The Packaging Institute** has for distribution a new, standardized testing procedure, available to all dues-paying members. Known as "Procedure for Determination of Humidity-Moisture Equilibria of Food Products," the procedure represents one more step forward in Packaging Institute's efforts to place the development of a suitable protective package on a more scientific basis, rather than the time-honored as well as time-consuming and sometimes costly method of trial-and-error experience. The announcement of the availability of the new procedure was made jointly by F. S. Leinbach of Riegel Paper Corporation, General Chairman of Technical Committees and Dr. L. W. Elder of General Foods Corporation, Chairman of the Food Committee of Packaging Institute.

• **Hayssen Manufacturing Co.**, of Sheboygan, Wisconsin, exhibited a V-Type Underfold Wiener Wrapping Machine at the 1952 Western Packaging Exposition in Los Angeles. According to W. H. Jaenicke, President of Mailler-Searles, West Coast distributors for Hayssen, more Hayssen machines were sold during the show than at any show since World War II ended.

• **Robert Gair Company, Inc.** has available for distribution a 28-page Style Guide detailing construction designs for folding cartons. These designs are adaptable to almost any shape or type of product. Free copies of the booklet can be obtained from the company by addressing 155 East 44th Street, New York 17, N. Y.

• **Amsco Packaging Machinery, Inc.** has issued a new catalog sheet illustrating the new AMSCO Hi-Speed Automatic Jaw Bag Sealing Machine for cellophane, polyethylene, pliofilm, heat-sealing papers, glassines and foils as well as plastic films. It is available by writing the company at 31-31-48th Avenue, Long Island City, N. Y.

• **Milprint, Inc.**, Milwaukee, Wisconsin, announces

the appointment of John Haller as assistant to the general sales manager. Mr. Haller was formerly district sales manager with the Hiram Walker Distributing Co., Inc. and brings many years of sales promotion and merchandising experience to his new association.

• **Automatic Packaging Corporation**, Los Angeles, has appointed Jack Koffman to its staff. Mr. Koffman had many years of experience in package development before his recent retirement from active operation. His wide merchandising knowledge and keen creative sense will be a valuable aid in his sales activities for the newly formed California Company.

• **Empire Box Corporation** has added two new names to its sales staff. George B. Kamerer leaves



Mr. Ewer

Mr. Kamerer

the sales staff of the Interstate Folding Box Company to cover the metropolitan New York area for Empire.

Robert C. Ewer, who was formerly connected with Container Corporation of America, has been named assistant sales manager of Empire Box Corporation, Garfield, New Jersey. He will work in the New York area.

• **N. T. Gates Company**, who supply packaging materials to the confectionery industry, are offering a folder of Christmas packaging. Many original

and appealing designs are being offered merchandisers to achieve a gay holiday look. Offices of the company are located in the Drexel Building, 5th and Chestnut Streets, Philadelphia.

- Fairbairn Tape & Label Co., Inc., San Francisco, announces the appointment of Ralph C. Russell, as Executive Vice President.

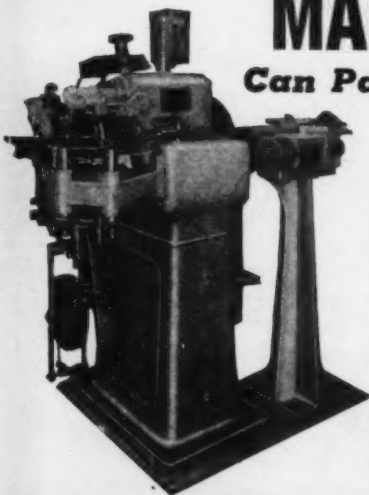


Mr. Russell

Mr. Russell's experience over the past 25 years with the printing processes and machinery used to apply labels of the type Fairbairn produces, makes him well qualified to represent the company over the extensive market area which the company serves. A pioneer in gravure printing of transparent film, he has also served in a sales capacity with several companies supplying packaging materials, labels and wrapping machinery.

- Variety Store Merchandiser Magazine has received the first entries in their annual five-cent to five-dollar Packaging Contest. According to the number of requests received for entry blanks, the publication expects the number of entries to surpass the record total of last year.

JUST 2 PEOPLE and an IDEAL WRAPPING MACHINE



**Can Package 450
Caramels
Every
Minute!**

Yes—that's speed, but **DEPENDABLE** speed, coupled with smooth, low-cost operation! Only 2 personnel required for this entirely automatic operation!
**WRITE TODAY
for important FREE
Brochures.**

Established 1906

IDEAL WRAPPING MACHINE COMPANY

MIDDLETOWN, NEW YORK U S A

for November, 1952

Sparkling Packaging *Sweetens* Candy Sales



making things Crystal clear!



Mouthwatering—that's the way candy should look! . . . that's the way it always looks in sparkling Crystal Tube packages! Crystal Tube's experience, modern methods and known reliability are the sales-making combination for putting eye-and-buy appeal in your candy products. To show your candy at its best—call Crystal Tube today for friendly assistance on your packaging needs. Our ideas and packaging know-how are always available.



**CRYSTAL TUBE
CORPORATION**

6625 W. DIVERSEY AVE., CHICAGO 35, ILL.

Phone National 2-4600

Branch Offices in New York, Philadelphia, St. Louis, Minneapolis, Detroit, Louisville, Milwaukee, Dallas and Los Angeles

Cellophane Tubes, Pouches, Bags and Envelopes. Polyethylene Bags, plain and printed. Also printed roll stock and sheets in Cellophane, Polyethylene, Acetate and Foil, Pliofilm. Utility Rolls, Holiday Bands and FLEXIBLE BARRIER MATERIALS

Shellmar "Glamour-Wraps" sell candy faster

For holiday occasions or everyday selling . . . in films or foil . . . rolls, sheets or made-up bags . . . stock designs or special decorative treatments . . . there's a Shellmar "glamour wrap" to help the best candy sell better.



Take advantage of Shellmar sales-appeal that wins out over competition and builds impulse sales. Call a Shellmar Packaging Counselor for assistance in creating a protective, attractive package for your bar, bulk or box candy.

Shellmar Products Corporation • Mt. Vernon, Ohio

Plants: Mt. Vernon and Zanesville, Ohio • South Gate, Calif.
Columbus, Ga. • Mexico City
Medellin, Colombia • Sao Paulo, Brazil



• **Shellmar Products Corporation** declared the regular quarterly dividend of fifty cents per share on common stock, which was paid October 1. A preferred stock dividend of 56¼ cents per share was declared at the same time.

• **Mr. Joseph Rafetto** of Vacuum Candy Equipment Co., spoke before the New York Section of American Association of Candy Technologists at their October meeting. The subject of Mr. Rafetto's talk was "New Equipment Techniques for Confectionery Production." He emphasized the need of cooperation between the manufacturers of candy equipment. And pointed out that only by understanding the candyman's problems could the equipment manufacturer design and make the proper machinery.

• **Caesar A. Mascherin**, factory representative for Carle & Montanari, Ltd., and G. D. Machinery Co., manufacturers of chocolate and wrapping machinery, recently left via Sabena Airlines for a business trip to Milan and Bologna.

• **Robert K. Gibbs**, president of the Tri-State Plastic Molding Co., Inc., Henderson, Kentucky, predicts that the use of plastics for packaging in the confectionery trade could double again this year, as it has during each of the past 10. Mr. Gibbs pointed to the fact that businessmen now realize the merchandising and display advantages of plastic containers, as well as the reduction in waste and spoilage. Also the re-usability feature of plastic packages makes them practical and desirable.

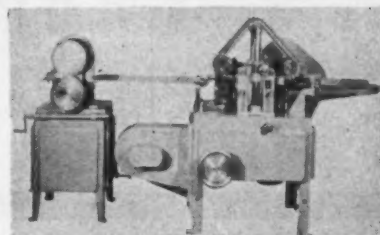
• **Messrs. Haensel-Junior**, the well-known German manufacturers of candy boiling and wrapping equipment, advised us that they have moved their works and offices to new premises at 19 Lister Damm, Hanover, N. W., Germany. The new space, which is considerably larger, will enable the company to adequately care for their constantly expanding operation.

• **Robert Gair Company, Inc.** has announced that in line with the company's capital readjustment program, its outstanding \$20 par value 6 per cent cumulative preferred stock in the amount of \$5,977,600 was retired at par as of September 30.

Several personnel appointments have been made at the Gair Company. James C. How is assistant to the manager of industrial relations, New York Office; Russell D. Scribner is division manager of the Thames River (New London, Conn.) mill and box shop; new personnel managers appointed are John H. Scholl at the Haverhill (Mass.) Boxboard Division; Stuart R. Bagni at the Eastern States Cartons Division, Brooklyn, New York; Charles A. Stark at the Boston Corrugated Box Division, Cambridge, Mass.; and Arthur J. Beilein at the Tonawanda (New York) Boxboards Division.

• **Clinton Foods, Inc.**, manufacturers of products from corn, completed over 1,000,000 man-hours without a lost-time accident. This record, which was hung up in May of this year, was the result of careful operation on the part of every employee.

LATINI PRODUCTS



LATINI PLASTIC MACHINE

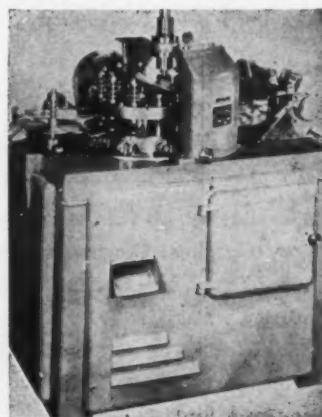
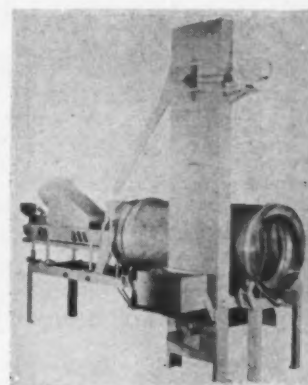
Most productive plastic machine built today — speeds up to 150 ft. per minute.

Actual production figures:

Filled raspberries—1200 lbs. per hour
Solid goods—1500 lbs. per hour
Pulled candies—900 lbs. per hour

LATINI SUGAR SANDER

Guaranteed to properly sand the full output of a mogull Enlarged steaming chamber. Non-corrosive metals where steam and sugar meet.



LATINI DIE POP MACHINE

200 perfect pops per minute with no scrap. Interchangeable dies. 25% split-second weight control with every set of dies. Wood or paper sticks.

Representative:

John Sheffman, Inc.

152 West 42nd Street

New York 36, N.Y.

Candy Clinic

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of The MANUFACTURING CONFECTIONER.

Cordial Cherries and Panned Goods

Code 11C52
Assorted Panned
Chocolate Wafers
7 ozs.—25c

(Purchased in a chain store, Oak Park, Ill.)

Appearance of package: Good.
Container: Cellulose bag printed in dark brown. Name etc. in white.
Buttons:
Colors: Good.
Panning: Good.
Finish: Good.

Center: Chocolate paste.
Texture: Good.
Taste: Good.

Remarks: We have examined this piece a number of times in the past years and always find it the same, well made and a good eating confection.

Code 11D52
Chocolate Panned Caramels
6 ozs.—29c

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.

Box: White, folding. Cellulose window top and front side. Printed in brown and yellow.

Caramels:
Chocolate: Light: Good.
Panning: Good.
Finish: Poor.
Center: Caramel:
Color: Good.
Texture: Good.
Taste: Good.

Remarks: A good eating piece. Suggest the finish be checked as pieces were dull and did not look inviting.

Code 11A52
Chocolate Covered Cherries
1 lb.—\$1.00

(Purchased in a retail store, New York City)

Appearance of package: Good.
Box: One layer type, white glazed paper top printed in gold, red and blue. Imprint of red cherries. White paper wrapper printed in blue and silver.
Appearance of box on opening: Good.
Number of pieces: 28. One piece was broken.
Coating: Dark. Good.
Center:
Cherries: Good.
Cordial: Part cream and part cordial.
Flavor: Fair.
Remarks: Suggest a good cherry flavor be used to improve the center taste. Cheaply priced at \$1.00 the pound.

Code 11B52
Chocolate Dragees
14 ozs.—\$1.00

(Purchased in a department store, N.Y.C.)

Appearance of package: Good.
Box: One layer type, top printed in buff. Imprint of bubbles in colors. Name embossed in brown. Cellulose wrapper.
Appearance of box on opening: Good.

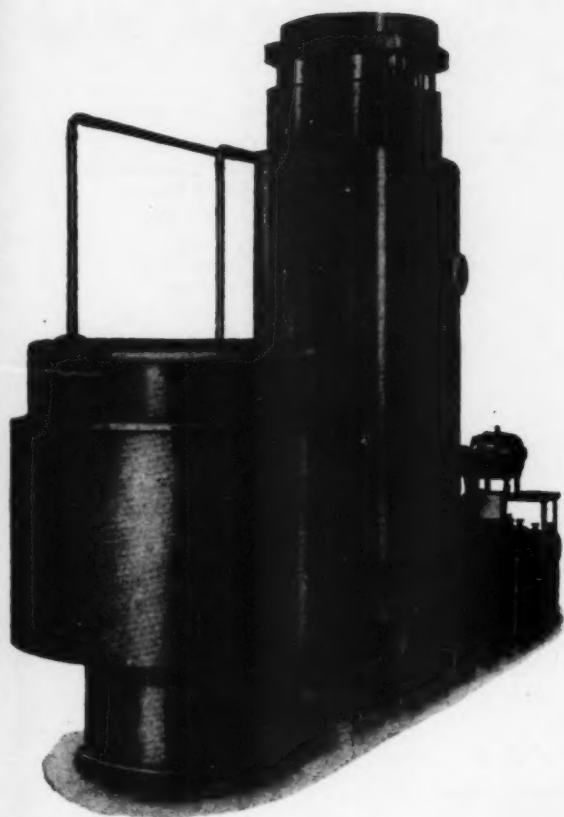
Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—One-Pound Boxes Assorted Chocolates up to \$1.00.
APRIL—\$1.00 and up Chocolates; Solid Chocolate Bars
MAY—Easter Candies and Packages; Moulded Goods
JUNE—Marshmallows; Fudge
JULY—Gums; Jellies; Undipped Bars
AUGUST—Summer Candies and Packages
SEPTEMBER—Bar Goods; 5c Numbers
OCTOBER—Salted Nuts; 10c-15c-25c Packages
NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages

COCOA PRESS-"PP/6"

New . . . Powerful . . . Modern



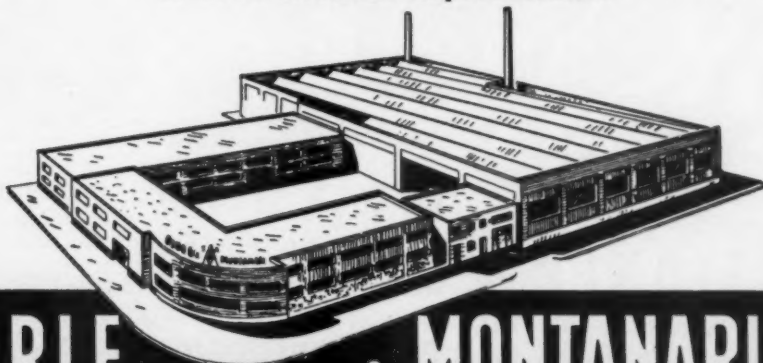
Consists of:

- Cocoa Superpress SP/6
- High pressure hydraulic pump PIP/6
- Stirrer for liquid cocoa AMP/6
- Pump for liquid cocoa PCL/6
- Capacity six containers 250 lbs.
- One to four pressings per hour
- Working pressure 3960 lbs. per square inch
- Total pressure 2,640,000 lbs.
- Automatic unloading of cake and loading of liquor

Quotations on Request

For complete information contact

CAESAR A. MASCHERIN, 15 Park Row, New York 38, New York
U. S. A. Resident Representative



Founded

Since 1907

S.A. CARLE

& MONTANARI MILANO - ITALY

Dragees:

Color: Good.
Finish: Good.
Panning: Good.
Coating: Dark: Good.
Centers:
Brazils: Good.
Filberts: Good.
Sugar Mints: Good.
Raisins: Good.
Mint Cream: Good.
Vanilla Caramel: Good.
Gum: Good.
Nut Taffy: Good.
Almonds: Good.
Cordials: Good.
Peanuts: Good.

Assortment: Good.

Remarks: The best box of chocolate dragees at this price we have examined this year. Very good assortment and the workmanship was of the best.

Code 11E52

**Assorted Panned Pieces & Gums
1 lb.—49c**

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.

Box: Folding cellulose window top and front side. Printed in red and white.

Panned Almonds:

Licorice Bits:
Marshmallow hard candy pieces:
Colors: Good.
Panning: Good.
Finish: Poor.
Taste: Good.

Burnt Almonds: Good.

Panned Filbert: Fair.

Opera Gums: Good.

Assortment: Good.

Remarks: Suggest finish of panned pieces be checked as they were very dull. Panned filbert was too hard to eat and the coating was too thick.

Code 11F52

**Chocolate Covered Cherries
1 lb.—\$1.35**

(Purchased in a retail store, Chicago, Ill.)

Appearance of box: Good.

Box: Two layer type, white embossed top printed in red, green. Imprint of cherry cluster in red. Cellulose wrapper.

Appearance of box on opening: Good.

Coating: Light.

Color: Good.

Gloss: Fair.

Strings: Good.

Taste: Fair.

Center:

Cherry: Good.

Cordial: Good.

Flavor: Fair.

Remarks: Coating is not up to the standard used in this priced chocolates. Suggest a good cherry flavor be used to improve the center.

Code 11G52

**Chocolate Covered
Liquid Cherries
14 ozs.—\$1.00**

(Purchased in a drug store, Oak Park, Ill.)

Appearance of package: Good.

Box: One layer type, white glazed paper top printed in green, red and brown. Imprint of cherries and finished pieces in colors. Cellulose wrapper.

Appearance of box on opening: Bad.

Coating: Dark.

Color: Badly bloomed.

Gloss: None.

Taste: Rancid.

Centers:

Cherries: Rancid.

Cordial: None.

Remarks: This box of cherries is either very old or the manufacturing is faulty. The pieces were unfit to eat. There was a very strong rancid odor when the box was opened.

Code 11I52

**Assorted Chocolates
Panned Pieces
1 lb.—85c**

(Purchased in a grocery store, Oak Park, Ill.)

Appearance of package: Good.

Box: One layer type, square; cellulose window. Printed in red, brown and gold. Man and lady figurines in colors. Cellulose wrapper.

Appearance of box on opening: Good.

Coatings: Dark and light.

Colors: Good.

Finish: Good.

Panning: Good.

Taste: Good.

Centers:

Brazils: Good.

Malted Milk Balls: Good.

Vanilla Creams: Good.

For superior CANDY QUALITY...



**CONFECTIONER'S
CORN SYRUP**

EXCEPTIONALLY PURE! CRYSTAL CLEAR! ABSOLUTELY UNIFORM!

AT YOUR SERVICE! Consult Hubinger's technical laboratories for help with your candy-making problems. No obligation, of course.

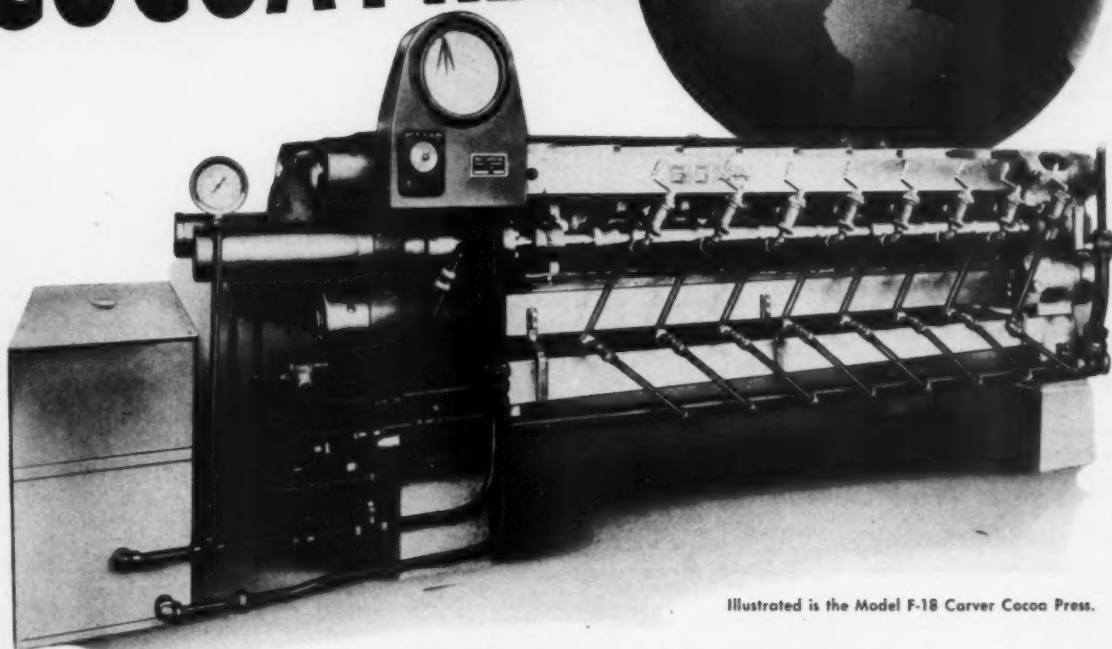
OK BRAND THIN BOILING STARCHES - OK BRAND MOULDING STARCH

THE HUBINGER CO., KEOKUK, IOWA

EST. 1881

THE MANUFACTURING CONFECTIONER

CARVER COCOA PRESSES



Illustrated is the Model F-18 Carver Cocoa Press.

STANDARD THROUGHOUT THE WORLD

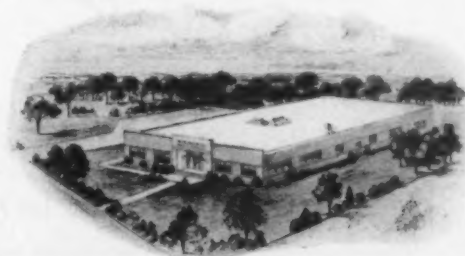
As originators of the modern horizontal hydraulic Cocoa Press, we have supplied machines to most of the leading manufacturing plants throughout the World. These latest presses are based on experience gained in nearly forty years of specializing in Cocoa Pressing Equipment.

Carver Cocoa Presses provide high daily capacity with minimum labor and attention.

Butter content of the cocoa cake is **Automatically Controlled** without recourse to weighing or constant checking.

If you have a problem in connection with an existing or proposed Cocoa Pressing installation write to us, or, if overseas, to our agents Baker Perkins Ltd. who have offices in principal cities of the World. Prompt consideration will be given to your inquiry.

FRED S. CARVER INC.
HYDRAULIC EQUIPMENT
ONE CHATHAM ROAD SUMMIT, N. J.
LONDON—BAKER PERKINS LTD.



Gums: Good.
 Peanuts: Good.
 Nut Taffy: Good.
 Raisins: Good.
 Assortment: Good.
 Remarks: The best box of panned chocolates we have examined this year at this price.

Code 11H52
Chocolate Lentils
11 ozs.—\$1.00

(Purchased in a department store, New York, N.Y.)

Appearance of package: Good.
 Box: Round, acetate, gold imprint seal on top.
 Lentils:
 Colors: Good.
 Finish: Good.
 Panning: Good.
 Coating: Sugar.
 Center: Chocolate Paste: Good.
 Remarks: Neat and attractive package. Exceptionally good panning.

Code 11J52
Chocolate Covered
Cordial Cherries
1 lb.—\$1.00

(Purchased in a department store, Chicago, Ill.)

Appearance of package: Good.
 Box: One layer type, white paper top printed in red, green and black. Imprint of cherry cluster in colors. Cellulose wrapper.
 Appearance of box on opening: Good.

Coating: Dark.
 Color: Good.
 Gloss: Fair.
 Strings: Good.
 Taste: Good for this priced candy.
 Center:
 Cherry: Good.
 Cordial: Very little.
 Flavor: Fair.
 Remarks: Piece contained very little cordial. Suggest a good cherry flavor be used to improve the taste of the center.

Code 11K52
Panned Almonds
10 ozs.—29c

(Purchased in a chain grocery store, Oak Park, Ill.)

Appearance of package: Good.
 Box: Folding cellulose window, top and front side. Printed stripes across box in yellow and brown.
 Almonds:
 Colors: Good.
 Panning: Good.

Candy Trouble Shooting!

ALFRED E. LEIGHTON

Consulting food chemist &
 candy technologist
 5837 Tyndall Ave., Riverdale,
 New York 71, N. Y., U.S.A.
 Operation Criticism & Appraisal.
 National & International Assignments
 Undertaken.
 Correspondence invited.

CONSULTATION LAYOUTS ADVICE.

Finish: Good.
 Almonds: Good.
 Remarks: These almonds were hard to eat as the coating was too thick. We cannot expect too much at the price of 10 oz. for 29c in this type of confection.

Code 11L52
Cordial Cocktail Cherries
1 lb.—\$1.25

(Purchased in a Gimbel's store, New York)

Appearance of package: Good.
 Box: One layer type, printed slip cover in green, orange and brown. Imprint of cherries and cocktail glasses in colors. Cellulose wrapper.
 Appearance of package on opening: Bad.
 Coatings: Dark and light.
 Colors: Good.
 Gloss: See remarks.
 Taste: Good.
 Cherries & stems were dipped in chocolate

Centers:
 Cherries: Good.
 Cordial: See remarks.
 Flavor: Fair.
 Remarks: If this package is shipped by Parcel Post or express, we suggest pieces be wrapped in tin foil as a number were broken; the cordial syrup was running out of the box. It was a very messy box of cherries on opening. Suggest a good cherry flavor be used in the cordial to improve the flavor.



MERCKENS CHOCOLATE COMPANY, INC.

Manufacturers of Chocolate and Cocoa

155 GREAT ARROW AVE.
 BUFFALO 7, N. Y.
 VI. 5225

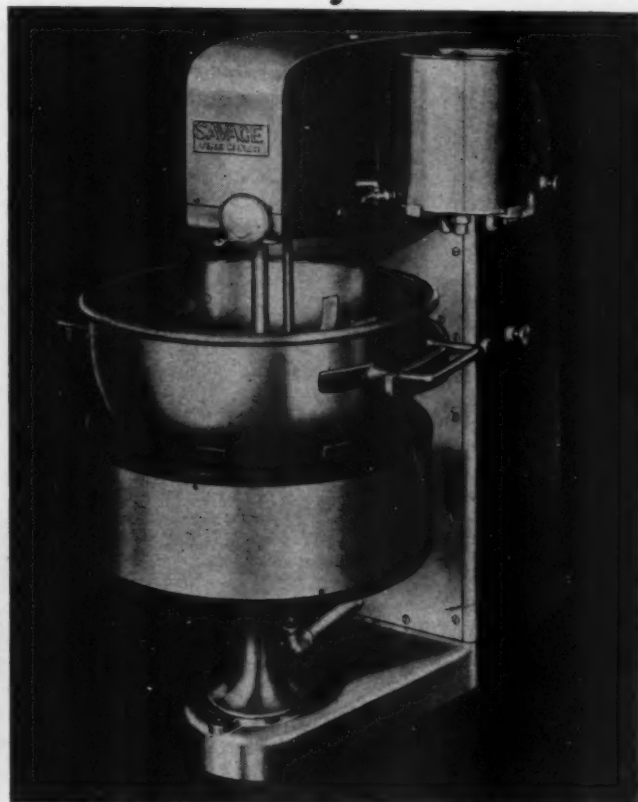
A Fine Coating for Fine Candies

BRANCHES AND WAREHOUSE STOCKS IN
BOSTON, NEW YORK, CHICAGO, LOS ANGELES, OAKLAND, SALT LAKE CITY, SEATTLE

SAVAGE LATEST PORTABLE FIRE MIXER

MODEL S-48

Thermostatic Gas Control • Variable Speed • Streamlined • Sanitary



The Savage Improved Portable Fire Mixer, Model S-48, was designed to include many new features and conveniences with automatic temperature control and variable speed. It is a combination cooker and mixer for making caramel, peanut brittle, peanut candies, fudge, nougat, gum work, and when equipped with double action agitator is ideal for coconut candies and heavy masses requiring thorough mixing; in fact this machine is suitable for any batches requiring mixing and cooking.

Savage Fire Mixers are used by large manufacturers as well as individual retailers in practically all plants in the United States, Canada and many foreign countries.

Inquiries are solicited

IMPORTANT FEATURES

1. Aluminum base and body casting—light but substantial for long life.
2. Atmospheric Gas Furnace with stainless steel shell for manufactured, mixed and natural gas, also liquid petroleum gas 2550 b.t.u.
3. Steel agitator with improved nickel alloy scrapers securely attached to stainless shaft yet easily removable. Single or double action as desired.
4. Variable speed from 30 r.p.m. to 60 r.p.m. without stopping machine—no clutch or gear shift.
5. Minneapolis-Honeywell gas control and thermostat for range 160 to 280° F. or 240-385° F.
6. Exclusive Savage break-back feature, tilting within floor space 32" x 48".
7. Sealed ball bearings and steel cut gears used for silent operation.
8. Stainless steel cream can with brass faucet.
9. Stainless steel drip pan attachment.
10. Regularly supplied with copper kettle 24" diameter 12½" deep; also adaptable for copper kettle 24" x 16". If desired stainless kettle 24" x 12½" can be furnished.

A FEW SPECIALS IN REBUILT MACHINERY

50 gallon Model F-6 Savage Tilting Mixer with stainless kettle.

Model K #3 Savage Fire Mixer.

32" Kilgren, 16" and 24" Latini Stringers.

50" two-cylinder Werner Cream Beater.

1000 lb. Werner Syrup Cooler.

200 lb. Savage Flat Top Marshmallow Beater.

600 lb. Continuous Cooker with two 60 gallon kettles.

Simplex Gas Vacuum Cooker.

Form 6 Style R and Form 3 Style D Hildreth Pullers.

6' and 7' York Batch Rollers.

2000 lb. and 1000 lb. National: 1200 lb. and 600 lb. Racine Chocolate Melters.

SAVAGE BROS. CO.

M. A. Savage, President • Richard J. Savage, Jr., Vice President

2638 GLADYS AVE.

CHICAGO 12, ILL.

Since 1855





the "12" line IMITATION CONCENTRATED CANDY FLAVORS

Thirty-two
wholesome flavors...
from Apple through
Walnut... a solid line of
good taste and aroma.
Choose and use
with confidence...
Strawberry • Peach • Tutti
Fruitti • Walnut • Grape
• Raspberry • Cherry and
other flavorful favorites

...and when
it comes to
Chocolate flavoring,

try

- PURE VANILLA
- CONCENTRATE 10X
- PLANIFOLINE 10X
- PROTOVAN F
- CHOCOLATONE

all created to improve, enhance and
sell your finished chocolate products

*Artificial flavor

Florasynth

LABORATORIES, INC.

CHICAGO 6 • NEW YORK 61 • LOS ANGELES 21
DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 13
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 7
Florasynth Labs. (Canada) Ltd. - Montreal • Toronto • Vancouver • Winnipeg
Florasynth Laboratories de Mexico S. A. - Mexico City

News of Associations

• National Confectioners' Association headquarters was the scene of a conference on recent traffic developments and possible action by the NCA. The conferring group recommended more activity by the NCA in the traffic field, through increased cooperation with national and local confectionery traffic groups. They also supported the appointment of a national Traffic Committee.



Shown (l-r) are Edward Carey, E. J. Brach & Sons; Philip P. Gott, president of NCA; P. W. Kroeker, Curtiss Candy Co.; F. N. Branson, NCA Executive Assistant; P. A. Snyder, Cracker Jack Co.; W. J. Marshall, Chicago Candy Association; and V. Zaccardi, Bunte Bros.

• Under the joint sponsorship of the National Confectioners' Ass'n, Pennsylvania Manufacturing Confectioners' Ass'n; Philadelphia Ass'n of Manufacturers of Confectionery and Chocolate, and American Ass'n of Candy Technologists, Philadelphia Group, the Sanitation Meeting was held Tuesday, October 21, at the Essex Hotel in Philadelphia. Gerald S. Doolin, Sanitation Director of NCA, who was active in the plans for the meeting was one of the principal speakers.

• Western Confectionery Salesmen's 38th Annual Convention will be held Thursday and Friday, December 11 and 12, at the LaSalle Hotel in Chicago. The committee in charge has been busy planning a two-day meeting worthy of every member's attendance. From the time of registration on opening day through the annual banquet which will close the convention on Friday night, there will be a series of informative meetings as well as entertainment for all who attend. The ladies will be welcomed and plans include special entertainment for them while the men folk attend the Stag Dinner Thursday night.

• American Association of Candy Technologists, Chicago Section, elected William R. Holtz, Chairman for the coming year. Mr. Holtz, Chief Chemist of the Cracker Jack Co., Chicago, has been actively

interested in the Association's activities. He assisted in the organization of the Chicago Section and served as Program Chairman for several years. Other officers elected with Mr. Holtz were: Dr. Chas. Rimpila, E. J. Brach & Sons, as Vice Chairman in charge of programs; and J. K. Gunther, Gunther Products, Inc., and Ed. Heinz, Food Materials Corporation, as Treasurer and Secretary respectively.

Dr. J. A. Dunn, Atlantic Gelatin Division of the General Foods Corporation, spoke at the meeting held October 21, on the subject of "The Manufacture and Use of Gelatin in Candy Products." Plans for future meetings are under way and authorities in the field of raw materials, equipment, or processing technique will be presented during the coming months.

● **Chicago Candy Club** held its regular monthly meeting on October 10. The program, which was arranged by Sam Miller, Entertainment Chairman, featured Mark Cleaver, DuPont packaging specialist, who showed the company's new color movie, "The Impulse Payoff." Mr. Cleaver also spoke to the group on the various steps taken to develop packages which help the manufacturer sell their products to the best advantage. A panel composed of Frank K. Gleason, vice president and general line sales manager of E. J. Brach & Sons; Don Ebert, candy buyer of I.G.A. Distributing Co.; and Dan Tokowitz, candy buyer of Goldblatt Bros. discussed consumer impulse buying from their companies' respective points of view.

BRIDGE Modern Candy Cutter



Streamlined design, noiseless operation, interchangeable knife arbors, shafts in sealed ball bearings make this a modern candy cutter on all counts.

West Coast Representative: L. H. BUTCHER CO.
San Francisco, Oakland, Los Angeles, Salt Lake City,
Portland, Seattle

BRIDGE FOOD MACHINERY CO.
7124-36 James Street, Philadelphia 35, Pa.

Starch Trays

- *At their best!*
- *At lowest prices!*

Masonite and Solid Wood Glued
Bottoms Nailed—Lock Corner
and Water-proof Glued Hard
and Soft Woods

also: Dipping Boards—Starch Tray Dollies
Pan Room Trays—Wire Bottom Trays
Mould Boards

And All Other Affiliated Wood Products

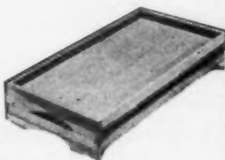
Ask for quotation

BAYWOOD MFG. CO., INC.

11 Sterling Pl.

Brooklyn 17, N.Y.

NE 8-9832



ECONOMY EQUIPMENT

For

**CANDY and BISCUIT
PLANTS**

BELTURNS for convey-
ing around a turn with-
out bunching.

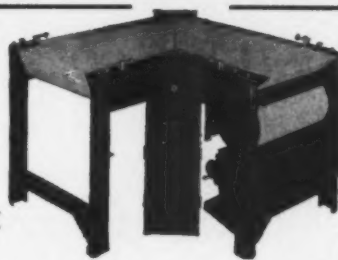
- LUSTRE-KOOLD chocolate,
skinning and sandwich
cooling tunnels and con-
veyors.

- MISC. ITEMS: Packing Tables;
Variable Drives; Stainless Steel
Hot and Cold Slabs; Stainless
Trucks, Pans and Racks.

Also Special Equipment Made to Your Requirements.
ECONOMY EQUIPMENT COMPANY

4800 S. Hoyne Ave.

Chicago 9, Illinois



For DUTCH PROCESS Cocoa and Chocolate...

SOLVAY Potassium Carbonate



Dustless Calcined 99%-100%
Hydrated 87%-85%

Liquid 47%

SOLVAY PROCESS DIVISION

ALLIED CHEMICAL AND DYE CORPORATION
51 Broadway, New York 6, N.Y.



News of Raw Materials

• **National Sugar Refining Co.** will break ground in October at 100 Wall Street, New York, for the first new office building in the financial district since World War II. The new two-story building will be occupied solely by the Company and its sales offices.

• **American Soybean Association** held its 32nd annual convention at Lafayette, Indiana, during September. Officers reelected included Chester B. Biddle, president, Jake Hartz, Jr., vice-president, and George M. Strayer, executive secretary-treasurer. New directors elected were Edward Tillman, Caruthersville, Missouri, and John Sawyer, London, Ohio. About 400 producers, soybean processors, grain handlers and others connected with the industry from 21 states, as well as Canada, England, Japan and Nepal, attended the convention, and many others took part in the field day.

• **The U. S. Department of Agriculture** revised the Standards for shelled pecans during September

to provide more stringent grade requirements and the addition of two new grades. The new standards and grades will become effective October 19.

• **Southern Pecan Shelling Company** has appointed Ray C. Owens Sales Manager of the Bulk Division. His new position will include administrative and distribution phases and he will be in charge of sales to the candy, baking and ice cream industries.

• **According to latest report the world cocoa production** for 1951-52 is placed at 11% below earlier forecasts. It is now estimated that production will run around 1,483 million pounds, as compared with an earlier estimate of 1,672 million pounds.

• **Production estimates on other raw materials** as compared to 1951, are as follows: Peanuts—about 29% less than the 1951 crop of 1,676 million pounds; almonds 35,300 tons as against 42,700 tons last year; walnuts—81,100 tons, or 3,700 tons above the 1951 crop; filberts—11,430 tons, 65% above the 1951 crop; pecans—125,566,000 pounds, 19% less than last year.

• **According to the United States Cuban Sugar Council**, the 1952 Cuban sugar crop of 8,000,000 tons is the largest ever produced in any country. This amounts to about 18% of world sugar production this year. This greatly enlarged crop is the result of the increased acreage placed under cultivation to meet the demands for sugar by the United States and its Allies during World War II, and has enabled the United States to avoid a severe stringency during early months of Korean War.



FRITZ BAEHR SAYS:

"You're right, Bill Kirch!

"Right as rain when you tell our customers that Wilbur Coatings will help them get a bigger slice of the candy business."



There's a lot of candy made in the sales territory of the Fred Baehr Company, which includes eastern Pennsylvania, Delaware, Maryland, Virginia and the District of Columbia. Here for 50 years Wilbur Coatings have been the recognized leader with candy manufacturers. Fritz Baehr and Bill Kirch plan to keep it that way. You'll find them at 2099 N. 63rd St., Philadelphia.

WILBUR CHOCOLATE COATINGS

WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

New Film on Packaging Released

"Package For Profit" is the name of a sound movie, which has been released recently by International Staple and Machine Company, Heroin, Illinois, manufacturers of industrial stapling equipment. The 11-minute film explains the principle, and provides a series of on-location shots, of retractable anvil stapling equipment. It shows how it drives and



clinch staples to close corrugated or fibre boxes, tops and bottoms simultaneously, from the outside after they are filled, and explains how manufacturers are using the equipment to close center slotted, partial overlap, full overlap, and telescope cartons. The film also provides an explanation of the automatic centering device and the floating roller, and how they function to accommodate boxes of varying or mixed sizes.

The viewer is actually taken to the scene of operations and is shown in factual, case-history style how users of the equipment have substantially cut packaging costs as a result of time savings, increased labor efficiency, conserved floor space, and reduced losses from damage during shipment. Operators demonstrate six representative stapling machines from a line of 36 available models.

RIBBONS

for your *Candies*

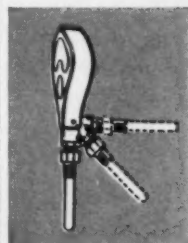
Satins • Moires • Taffeta
Gros-Grain • Rib-o-nit
Rayon and Chiffon

R.C. TAFT CO.

111 NORTH CANAL STREET
CHICAGO 6, ILLINOIS

for November, 1952

Depend on AUTO-LITE



Model "F-1" dial thermometer, equipped with 3-way adjustable bracket—either flexible tubing with flange mounting for EYE-LEVEL remote reading or rigid stem for direct mounting. Priced from \$22. Adjustable electrical alarm contacts at slight added cost.

... for

TEMPERATURE INDICATION

Stop Waste ...

Step-Up Production

You can do both when you use Auto-Lite temperature indicators wherever temperature is an important factor. Auto-Lite offers many thermometer styles, permitting plant-wide temperature observation at low cost. Standard ranges from minus 60°F to plus 750°F. Send for latest catalog showing various thermometer types.

THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO



Distribution • Sales • Advertising

- **Luden's Incorporated** has taken over sponsorship of a 15-minute segment of the Howdy Doody Television Show.



The program is presented Monday evening over 47 NBC-TV stations. One of the best known children's programs on the air, the show is a favorite with its young audiences.

Luden's through its agency, J. M.

Mathes, Inc., will use the program to promote its Fifth Avenue Candy Bar. Photo shows Bob Smith, known to millions of youngsters as Buffalo Bob on the show, presenting Howdy Doody with a sample of this fast-selling candy.

- **American Chicle Company** is sponsoring the weekly radio show "FBI in Peace and War," a dramatic series revealing the racket-busting activities of federal agents.

• **W. F. Schrafft and Sons, Boston; Stephen F. Whitman and Sons, Inc., Philadelphia; and the George Ziegler Company, Milwaukee, Wisconsin,** have been named as "Pioneers in Air Conditioning". Announcement was made at ceremonies marking the air conditioning industry's Golden Anniversary celebration. Officials presented Golden Anniversary plaques to the award winners in recognition of their pioneering work in the use of air conditioning in their plants.

• **Stephen Atkins Hatch Rich,** general manager and sales manager for the Squirrel Brand Peanut Company, died suddenly on September 2, at his Cambridge office.

• **Ed Opler,** President of Cook Chocolate Company, and one of the pioneers in the chocolate industry, has recently returned from Europe where he spent two months visiting chocolate plants in Switzerland, England, France, Germany and Holland. His observations were that business in the five countries visited was good. Mr. Opler feels that the chocolate business is a natural barometer to conditions in general, and was quoted at length in a recent issue of the Chicago Daily News to that effect.

• **The Norris Candy Company** has been able to create a new degree of creaminess in their new "Norris-ized" process of candy making. Based on the familiar homogenization process, this develop-

ment makes possible the reducing, under tremendous pressure, the size of all the grains of sugar, chocolate, flavors and creamy globules in chocolate.

• **L. Sherman, General Manager, Dairy Maid Chocolates Limited, Toronto,** has been busy mailing a very clever announcement to his many friends. The birth of his fourth son, Douglas Howard, on September 17, was the occasion.

• **Drake America Corporation,** recently launched the imported line of candies made by George W. Horner & Co., Ltd., on a national basis. The company has been host to George Kenneth Horner, Managing Director of the English firm, who has been in this country discussing 1953 merchandising plans.

• **Marlon Confections Corp.** is promoting home magic as a hobby in its weekly television program which began Friday, September 19. Known as "Teens Magic Shop" the program is being transmitted from atop the Empire State Building through station WPIX.

• **Ferrara Confectionery Co., New York,** is using radio and TV, along with retail store sampling demonstrations to introduce its new product, Honey Nougats, in the New York area. The Company has signed to sponsor thrice weekly "The Housewives Protective League" with Galen Drake via WCBS, a half-hour of recorded classical music via WHOM on Sundays, and the Monday through Friday mid-morning News on WOV. It also has signed as a sponsor of the WOR-TV Saturday afternoon, "Italian Feature Film Theatre."



In the photo Peter Lepore (left), president of Ferrara Confectionery Co. of New York, is shown with Galen Drake, at D'Agostino Bros. Supermarket, introducing the candy company's special grocery store package of its new Honey Nougats.

• **Fisher Nut & Chocolate Co.** are entering the market with a complete line of vacuum-packed nuts. Because of the space needed to install the necessary equipment they have announced the discontinuance of their candy bar division. The company will continue with the manufacture of their chocolate covered peanuts and chocolate peanut clusters in bulk

and various size bags. They have had to expand their production for the salted-in-the-shell peanuts and all other processed nuts to meet the increased sales demand.

● **Loft Candy Shops**, for the first time, is now offering "Special Selection Home Style Candies" and "Special Selection Milk Chocolate Assortment."

● **Mason Mints** is sponsoring a contest for the benefit of the Damon Runyon Memorial Fund for Cancer Research. The contest is being conducted on a co-operative basis by every wholesaler and retailer of Mason Mints. Display material and full information may be obtained by writing the Mason Mint Editor, Box No. 549, Mineola, Long Island, New York.

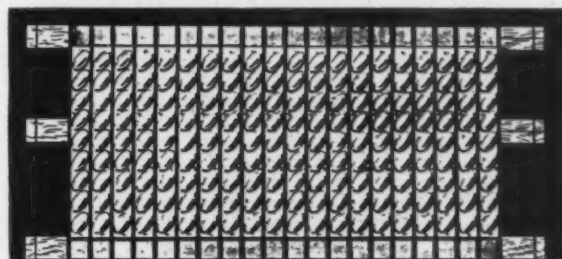
● **Harry Berkowitz**, founder of the firm of Berkowitz Bros., Newark, died suddenly of a heart ailment early in August. Until his retirement from active business three years ago, Mr. Berkowitz had devoted his full time for the last few years to Berkley Brands, of Hillside.

● **Topps Chewing Gum, Incorporated**, has signed for sponsorship of the Jackie Robinson Show to be broadcast weekly on Saturdays over WNBC, to promote the company's Baseball Picture Card Gum and Bazooka Bubble Gum.

● **Rabl Company of Tel Aviv, Israel**, celebrates their 34th anniversary with the establishment of an American office to handle United States and Canadian distribution. The U. S. Sales Office is located at 150 Spring Street, New York 12, N. Y.

● **Rockwood & Co.** is planning an all-out "big brass band" type of advertising campaign for the Fall season. All the key market areas will be hit by the extensive use of large space black-and-white ads in National magazines, and four-color ads in the Sunday supplement magazines. Through store-distributed magazines and editorialized columns, a concentrated campaign is planned for the Rockwood Chocolate Bits. Sales messages will be aimed at the homemakers and will feature recipes.

● **Kraft Foods Company** featured Caramel Apples in its new advertising campaign for its confectionery product, Kraft Dairy Fresh Caramels. Ads appearing in 67 publications throughout the country pointed out the ever-present attraction caramels have for the youngsters and oldsters alike.



ALUMINUM CANDY MOULDS

CHEAPEST, MOST PRACTICAL AND ECONOMICAL MOULD MADE

Now with a NEW FINISH

which eliminates break-in time

CINCINNATI ALUMINUM MOULD CO.

Dept. M, 1834 Dana Ave., Cincinnati 7, Ohio

SPEAS

APPLE PRODUCTS

the Standard of Quality
for sixty years

NUTRL-JEL

for preserves, jams,
jellies, marmalades

CONFECTO-JEL

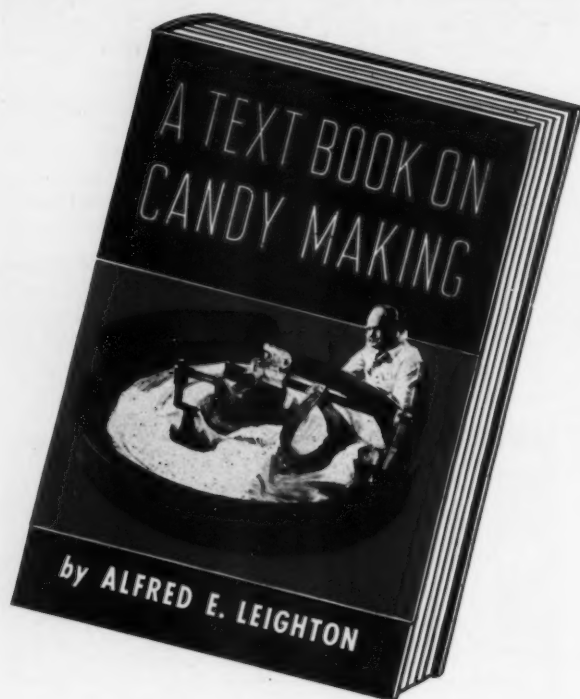
for jellied candies

CONFECTO-JEL—a buffered
apple pectin mixture for
jellied candies—ready for
use.

CONCENTRATED APPLE JUICE

Plants in Apple Regions From the Atlantic to the Pacific

SPEAS COMPANY, General Offices, Kansas City 1, Missouri



JUST PUBLISHED!

now ready for
immediate
shipment

A TEXT BOOK ON CANDY MAKING

\$6.00 per copy

Down-to-earth reading . . .

. . . in non-technical language

Practical Reading for:

presidents . . . superintendents . . . engineers
foremen . . . candy makers . . . apprentices
technical service men . . . retail operators

Order Your Copy Today

Book Department
The Manufacturing Confectioner
Publishing Company
418 N. Austin Blvd.
Oak Park, Illinois

I.

Date.....

Gentlemen:

Enclosed is my check for \$..... to cover the cost of copies
of "A TEXT BOOK ON CANDY MAKING"

Name Title

Firm

Street

City Zone State

Includes Helpful
Lessons on:

Equipment
& Ingredients
Hard Candy
Fondant
Fudge
Caramels
Marshmallows
Nougats
Jellies
Chocolate

National Advertising

The following National Advertising listings have been compiled and arranged as an informative service to the confectionery industry.

Information on magazine advertising expenditures is printed by The MANUFACTURING CONFECTIONER with the special permission of Publishers Information Bureau.

The radio advertising table is compiled and arranged by the staff of The MANUFACTURING CONFECTIONER from network and private sources.

These listings have been a regular feature of The MANUFACTURING CONFECTIONER publications since May, 1951.

Magazines

August

Advertiser	Magazines	July Expenditure	Total 1952	Total 1951
Fred W. Amend Co.				
	Last advertised in January, 1951	\$	\$	\$ 1,195
Bake-O-Nuts, Inc.				
	Last advertised in January, 1952		588	1,268
Barracinal Candy Co.				
	Last advertised in April, 1951			3,170
Beech-Nut Packing Co. (Beech Nut Gum)				
	Saturday Evening Post	20,360	131,920	112,555
Blumenthal Bros.				
	See July, 1952, issue		1,367	2,605
Blum's Confectionery				
	See September, 1952, issue		1,558	3,406
E. J. Brach & Sons				
	Last advertised in Nov., 1951			124,897
Brown & Haley Candy Co. (Almond Roca)				
	See August, 1952, issue		5,695	21,750
Candy Pack, Inc. (Swedish Mints)				
	Last advertised in August, 1951			192
Cobbs Fruit & Preserving Co. (Honeysuckle Candy)				
	See September, 1952, issue		4,028
The Cracker Jack Co. (Campfire & Angelus Marshmallows)				
	See September, 1952 issue		38,820	57,689
Cresca Co., Inc. (Lindt Candy)				
	See August, 1952, issue		4,694	7,575
Cresca Co., Inc. (Pascall Candy)				
	New Yorker—167; Vogue—400	567	5,274	3,981
Crosse & Blackwell, Inc. (Keller's Candy)				
	Gourmet—185; New Yorker—788; Sunset Magazine—391	1,364	5,853	8,417
Curtis Candy Co.				
	Better Living—5,475; Everywoman's Magazine—5,475; Ideal Woman's Group—5,200	16,150	108,950	113,308
DeMet's, Inc. (Turtles)				
	See March, 1952, issue			25,980
Flavour Candy Co.				
	See January, 1952, issue			455
Frank H. Fleer Corp. (Fleer's Bubble Gum)				
	Family Circle Magazine—2,095; Life—5,440; Look—3,400; Saturday Evening Post—5,760	16,695	118,871	72,720
John O. Gilbert Chocolate Co.				
	Holiday		4,480	4,840
H. Hamstra & Co. (Droste Chocolates)				
	See August, 1952, issue		1,468	2,411
Henry Heide, Inc.				
	Life—2,720; Look—1,700	4,420	37,435	57,300
Imperial Candy Co., Inc.				
	Town & Country	138	138
International Delicacies				
	Last advertised in March, 1952		116
The Kroger Co.				
	See January, 1952, issue			2,460
Liberty Orchards Co. (Aplets, Cotlets)				
	See February, 1952, issue			499
Life Saver Corp.				
	See September, 1952, issue		281,970	465,565
Mars, Inc.				
	See August, 1952, issue		86,300	178,330
Mason Au Magenheimer Confectionery Mfg. Co.				
	Collier's	5,225	5,225
National Dairy Products Corp. (Kraft Caramels)				
	Last advertisement in June, 1951			61,300
New England Confectionery Co. (Necco Candies)				
	See September, 1952, issue		44,100	155,980
Pangburn Co.				
	See July, 1952, issue		9,480	6,420
Peter Paul, Inc. (Mounds & Almond Joy Bars)				
	See September, 1952, issue		139,206	272,217

Planters Nut & Chocolate Co.			
See September, 1952, issue	74,670	170,398	
Thomas D. Richardson Co.			
See September, 1952, issue	50,735	67,130	
Rockwood & Co. (Rockwood Wafers)			
See May, 1952, issue	19,585	119,685	
Saleway Stores, Inc. (Roxbury Candy) & Fluff-i-est Marshmallows)			
Family Circle Magazine	1,406	8,612	11,700
Frank G. Shattuck (Schrafft's Chocolates)			
See August, 1952, issue	44,640	77,330	
Sophie Mae Candy Corp.			
See August, 1952, issue	27,589	23,729	
Russell Stover Candies			
See March, 1952, issue		9,625	
Sweet Candy Co.			
Last advertised in March, 1951			700
Sweets Co. of America, Inc. (Tootsie Rolls)			
See September, 1952, issue	3,138	43,659	
Switzer's Licorice Co.			
American Magazine—1,030; Everywoman's Magazine—630;			
Saturday Evening Post—1,305	Total	2,965	23,863
Vernell's Fine Candies, Inc.			
Life—2,016	2,016	26,092	2,485
James O. Welch Co. (Coconut bar & Mint Patties)			
See August, 1952, issue		84,889	164,934
Stephen F. Whitman & Sons, Inc.			
Saturday Evening Post	20,360	240,440	398,230
Wilbur-Suchard Chocolate Co., Inc.			
See March, 1952, issue			44,400
R. C. Williams & Co., Inc. (Tobler Candy)			
See May, 1952, issue		3,493	5,753
William Wrigley, Jr. Co.			
Better Living—3,860; Everywoman's Magazine—3,450; Family			
Circle Magazine—8,328; Parent's Magazine—3,850; Today's			
Woman—2,200; Woman's Day—8,476	Total	30,164	236,736
Zion Industries, Inc.			295,020
See September, 1952		150	105
Total Magazine Advertising Expenditure	\$121,830	\$1,882,168	\$3,273,518

Radio and Television

September

Sponsor	Network	No. of Stations	Time
American Chicle Co.	ABC	259	5 30-min. shows
		263	4 30-min. shows
		280	5 15-min. shows
	ABC-TV	48	4 30-min. shows
	NBC-TV	46	4 10-min. shows
	CBS	176	4 30-min. shows
		176	5 30-min. shows
Frank H. Fleer	ABC-TV	9	4 15-min. shows
M. & M. Ltd.	CBS-TV	47	4 30-min. shows
Mars, Inc.	ABC-TV	34	4 30-min. shows
Sweets Co. of America	ABC-TV	24	4 15-min. shows
Williamson Candy Co.	Mutual	535	2 30-min. shows
William Wrigley, Jr. Co.	CBS	181	4 30-min. shows
		186	5 30-min. shows
		186	5 30-min. shows
		186	4 30-min. shows
	CBS-TV	186	4 30-min. shows

*Program is co-sponsored

TRUTASTE FLAVORS

KASKA CONCENTRATED CITRUS OILS

Neumann, Buslee & Wolfe, inc.

5800 NORTHWEST HIGHWAY, CHICAGO 31, ILLINOIS

Confectionery Brokers

New England States

JESSE C. LESSE CO.

Confectionery
Office and Sales Room
161 Massachusetts Ave.
BOSTON 15, MASS.
Territory: New England

Middle Atlantic States

JAMES A. BRADY CO.

412-13 Scranton Real Estate Bldg.
SCRANTON 9, PENN.
Phone 7-2222

Concentrated coverage of the
candy and food trade in N. E.
Penn. "The Anthracite"

MANNY MILLER

246 So. 46th St.
PHILADELPHIA 39, PENN.
Specialist with the Super Market
& Wholesale Grocery Trade for
Nineteen years, in this Concentrated
Area.

HERBERT M. SMITH

318 Palmer Drive
NO. SYRACUSE, NEW YORK
Terr: New York State

IRVING S. ZAMORE

2608 Belmar Place
SWISSVALE, PITTSBURGH 18, PA.
29 Years Experience
Terr: Pennsylvania, excluding
city of Philadelphia

South Atlantic States

JIM CHAMBERS

Candy Broker
84 Peachtree Street
ATLANTA 3, GEORGIA
Terr: Ga., Ala., and Fla.

IRVIN P. NORRIS

Manufacturing Representative
Austin Circle
DECATUR, GEORGIA
Candy—Novelties—Package Foods
Territory: Ga., Fla., Ala. & Tenn.

W. M. (BILL) WALLACE

Candy and Specialty Items
P. O. Box 472—111 Rutland Bldg.

DECATUR, GEORGIA

Terr: Ga. & Fla.
Thorough Coverage

SAMUEL SMITH

2500 Patterson Ave. Phone 22318
Manufacturers' Representative
WINSTON-SALEM 4, N. CAROLINA

Terr: Virginia, N. Carolina,
S. Carolina

ROY E. RANDALL CO.

Manufacturers' Representative
P. O. Box 605—Phone 7590

COLUMBIA 1, SO. CAROLINA

Terr: No. & So. Carolina
Over 25 years in area

WM. E. HARRELSON

Candy & Allied Lines
5308 Tuckahoe Ave.—Phone 44280
RICHMOND 21, VIRGINIA
Terr: W. Va., Va., N. & S. Car.

BUSKELL BROKERAGE CO.

1135 East Front Street
RICHMOND, VA.
Contact Wholesale Groceries, Candy
Jobbers and National Chains
Terr: Va., W. Va., Eastern Tenn.,
and Eastern Kentucky

East No. Central States

G. W. McDERMOTT

100 North Raymond St.—Phone 382
MARINETTE, WISCONSIN
Terr: Wisc. & Upper Mich.—covered
every five weeks.

ROGER ETLINGER

Phone Townsend 8-5369
16525 Woodward Ave.
DETROIT 3, MICHIGAN
Terr: Entire state of Michigan

BERNARD B. HIRSCH

1012 N. 3rd St.
MILWAUKEE 3, WISCONSIN
Terr: Wis., Ia., Ill. (excluding Chi-
cago) Mich. (Upper Penn.)

IRWIN R. TUCKER COMPANY, INC.

308 W. Washington Street
CHICAGO 6, ILLINOIS
Complete Coverage of Chicago
Market

H. K. BEALL & CO.

308 W. Washington St.
CHICAGO 6, ILLINOIS
Phones RANDolph 1618-1628
Territory: Illinois, Indiana,
Wisconsin
25 years in the Candy Business

ARTHUR H. SCHMIDT CO

815 Eriesside Ave.
CLEVELAND 14, OHIO
Terr: Ohio. Member Nat'l. Conf.
Salesmen Ass'n.
Buckeye Candy Club

East So. Central States

R. HENRY TAYLOR

Candy Broker
Box 1458—Phone 4-2763
LEXINGTON, KENTUCKY
Territory: Kentucky and Tennessee

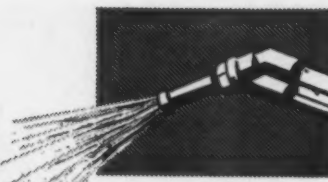
FELIX D. BRIGHT & SON

Candy Specialties
P. O. Box 177—Phone 8-4097
NASHVILLE 2, TENNESSEE
Terr: Kentucky, Tennessee, Ala-
bama, Mississippi, Louisiana

This

Gun Cuts

Cleaning Time in Half



Hook up the Oakite Steam-Detergent Gun to your own steam supply for cleaning such equipment as kneaders, molds, trays, coaters, enrobers, wrappers, coolers, beaters, conveyors. You'll cut your cleaning time in half.

Gun needs no elaborate set-up. Just a couple of rubber hose lengths and an old 5 gallon container to hold detergent solution. One hose length hooks up gun to steam. Other length carries solution from container to gun. Gun's valves regulate steam and solution flows.

FREE FOLDER gives details. Write Oakite Products, Inc., 36C Rector Street, New York 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U.S. & Canada



Fine chocolate coatings

CONSISTENT QUALITY

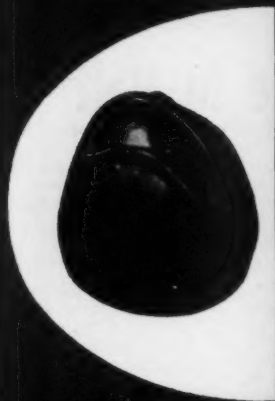
NESTLÉ'S, PETER'S, RUNKEL'S

CHOCOLATE COATINGS, LIQUORS, GRANULES

The Nestlé Company Inc.

2 WILLIAM ST., WHITE PLAINS, N. Y.

Chocolate Coatings



Rich, dark *Vanilla* and
luxuriously smooth *Milk* for the very
finest confectionery centers.

Ambrosia SINCE 1894
MADE IN THE U.S.A.
FOOD OF THE COURT

AMBROSIA CHOCOLATE CO. MILWAUKEE 3, WIS.

*If you manufacture
gum candies—*

Use these 3 Penick & Ford Products:

1. Penford Corn Syrup

Prevents sugaring, improves color and
flavor, retains moisture.

2. Douglas Confectioners Thin Boiling Starch

Assures firm but tender gel texture,
better clarity, longer shelf life.

3. Douglas Confectioners Special Moulding Starch

Prints clean, fast moisture absorption,
readily reconditions.

Made By

PENICK & FORD Ltd. Inc.

420 Lexington Avenue, New York 17, N. Y.

Factory: Cedar Rapids, Iowa

Confectionery Brokers (Cont'd)

East No. Central States (cont'd)

J. L. FARRINGER CO.
FRANKLIN, TENNESSEE

Established 1924
Territory: Tenn., Ky., and W. Va.
3 Salesmen covering territory

AUBREY O. MAXWELL CO.
91 Franklin St.
NASHVILLE 3, TENN.

Manufacturers Sales Agent
Territory: Middle Tennessee

West No. Central States

ELMER J. EDWARDS
CANDY BROKERAGE

5352 31st Ave. So.
MINNEAPOLIS 17, MINN.
Phone: Pa. 7659
Terr: Minn., N. & S. Dak.—Special
attention given to Twin City trade

GRIFFITHS SALES COMPANY

725 Clark Ave.—Phone GA. 4979
SAINT LOUIS 2, MISSOURI
We specialize in candy and
novelties.
Terr: Mo., Ill., and Kan.

West So. Central States

JAMES A. WEAR & SON
P. O. Box 27
BALLINGER, TEXAS
Personal Representation
Territory: Texas

Mountain States

AR-N-TEX
P.O. Box 1442
ALBUQUERQUE, NEW MEXICO
Brokers of Fine Candies
and
Interesting Novelties
We believe in "detail" work
Three Men covering:
West Tex., N. M., Ariz., Colo., Utah

JERRY HIRSCH

Manufacturers' Representative
Candy and Specialty Items
4111 E. 4th St.
TUCSON, ARIZONA
Territory: Arizona, New Mexico
& El Paso, Texas

CAMERON SALES COMPANY

3000 Monaco Parkway
Denver, Colo.
Dexter 0881
Candy & Allied lines. More than ten
years coverage of Colo., Wyoming,
Mont., Idaho & Utah

G & Z BROKERAGE COMPANY
New Mexico—Arizona El Paso
County Texas

P. O. Box 227 ALBUQUERQUE
N. Mex.

Personal service to 123 jobbers,
super-markets and department
stores. Backed by 26 years ex-
perience in the confectionery field.
We call on every account person-
ally every six weeks. Candy is
our business.

KAISER MICHAEL
Broker

Manufacturers' Representative
"Worlds Finest Candies"
911 Richmond Drive, S.E.

ALBUQUERQUE, NEW MEXICO

Terr: New Mexico, Arizona & E
Paso, Texas area

Pacific States

MALCOLM S. CLARK CO.

1487 1/2 Valencia St.
No. Cal., Nev., & Hawaii
SAN FRANCISCO 10, CALIF.
923 E. Third St.—Southern California
LOS ANGELES 13, CALIF.
Terminal Sales Bldg.
Wash., N. Idaho
SEATTLE 1, WASH.
903 Park Road
Ariz., New Mex., W. Texas
EL PASO, TEXAS

HARRY N. NELSON CO.

112 Market St.
SAN FRANCISCO 11, CALIF.
Established 1906
Sell Wholesale Trade Only
Terr: Eleven Western States

I. LIBERMAN

SEATTLE 22, WASHINGTON
Manufacturers' Representative
1705 Belmont Avenue
Terr: Wash., Ore., Mont., Ida.,
Utah, Wyo.

GEORGE R. STEVENSON CO.

Terminal Sales Building
SEATTLE, WASHINGTON
Territory: Wash., Ore., Ida., Mont.
Over 20 years in this area.

RALPH W. UNGER

923 East 3rd St.
Phone: Trinity 8282
LOS ANGELES, CALIFORNIA
Terr.: Calif., Ariz., N. Mex.,
Hawaiian Islands

GENE ALCORN & CO.

1340 E. 6th Street
LOS ANGELES 21, CALIFORNIA
383 Brannan Street
SAN FRANCISCO 7, CALIFORNIA
Territory: State of California

Conventions -- Meetings

November 18—Candy Executives' and Associated Industries' Club, New York—Birthday Party.
December 11-12—Western Confectionery Salesmen's Association, LaSalle Hotel, Chicago.
December 16—Candy Executives' and Associated Industries' Club, New York—Christmas Party.
December 27-29—American Marketing Ass'n conference, Palmer House, Chicago, Illinois.

1953

January 19-22—Plant Maintenance Show, Public Auditorium, Cleveland, Ohio.
January 26-30—International Heating and Ventilating Exposition, International Amphitheatre, Chicago, Illinois.
April 20-23—American Management Association, Packaging Conference and Exposition, Navy Pier, Chicago, Illinois.
April 23-24—Pennsylvania Manufacturing Confectioners' Ass'n, Production Conference, Lehigh University, Bethlehem, Pennsylvania.
June 10-12—Southern Wholesale Confectioners Ass'n, Jung Hotel, New Orleans, Louisiana.
June 14-18—National Confectioners' Ass'n, Waldorf-Astoria Hotel, New York.
June 14—Associated Retail Confectioners, 33rd annual convention, New York.
August 2-6—National Candy Wholesalers Association, Conrad Hilton Hotel, Chicago.

STATEMENT OF OWNERSHIP, MANAGEMENT CIRCULATION, ETC.

Required by the Act of Congress of March 3, 1933, of The Manufacturing Confectioner, published monthly at Pontiac, Illinois for October 1, 1952.

State of Illinois, County of Cook, ss.

Before me, a notary public in and for the State and County aforesaid, personally appeared James W. Allured, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Manufacturing Confectioner, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Prudence W. Allured, 418 N. Austin Blvd., Oak Park, Ill.
Managing Editor—A. W. Burnham, 418 N. Austin Blvd., Oak Park, Ill.
Business Manager—James W. Allured, 418 N. Austin Blvd., Oak Park, Ill.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) The Manufacturing Confectioner Publ. Co., 418 N. Austin Blvd., Oak Park, Illinois, Mrs. Prudence W. Allured, James W. Allured, Stanley E. Allured, Allen R. Allured, 418 N. Austin Blvd., Oak Park, Ill.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (if there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other persons, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

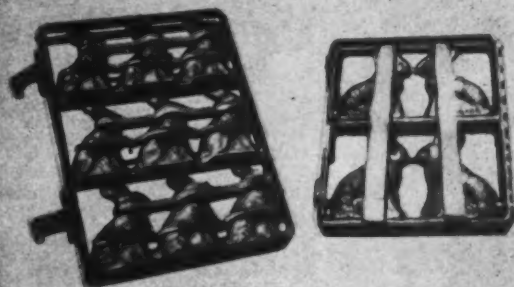
JAMES W. ALLURED, Business Manager

Sworn to and subscribed before me this 8th day of October, 1952.

Martin W. Samuel

(My commission expires Feb. 9, 1956)

NEW BOOK TYPE Hollow Chocolate MOLDS



No bottoms to be opened or closed
LATEST DEVELOPMENT IN SHOCK-PROOF
HOLLOW CHOCOLATE MOLDS FOR USE IN
ALL TYPES OF TUMBLING MACHINES
Strong, Sturdy, Lightweight, Well-Built, for Easy,
Efficient Operation.

Make Perfect Chocolate Figures
Write or Phone for reasonable prices and expert advice

Allmetal Chocolate Mold Co.

171 Spring St.

Tel. WOrth 2-0934

New York 12, N. Y.

We also manufacture flat molds for all shapes of solid chocolate bars, tablets, novelties, continental cream center pieces.



The MANUFACTURING CONFECTIONER'S

Clearing House



MACHINERY FOR SALE

FOR SALE—150 gal. Steam jacketed stainless steel Double Action Mixing kettle, 100 gal. steam jacketed kettle, Steel Starch Buck Depositor and Power Printer, 24 in. and 16 in. Enrobers with tunnel and refrigerator units complete, Cut Roll Machines, 5 ft. Cream beaters, Caramel cutters and tables, 300 and 500 lb. Chocolate Melters, Hand Copper Kettles, Forced and Natural Draft Stoves, Krimpac Wrapping Machine. S. Z. Candy Machinery Co., 1140 No. American St., Philadelphia 23, Penn.

FOR SALE: New Hard Candy Machinery at 20% below cost. Type G3 Simplex Gas Vacuum Cooker, complete with motor, pump and two extra lower kettles. Model EP Sucker Machine complete with set of rolls for 78 count pops. Eight foot batch roller. 3'x8' Cooling Slab. Two rated Confectioner's furnaces. Exhaust hood and blower. 10,000 lbs. cellophane, three inches wide in rolls. Eppy, 9-15 144th Place, Jamaica, N. Y.

CANDY MAKING MACHINERY: 16" National Enrober, 40' tunnel, 2 new compressors, bottomer, auto. feed, Reves drive—\$1,800; Depositor, starch buck, hand printer, ass'd moulds, 3 pump bars—\$1,200; 6" Mint Puff Cutting machine, run very little—\$300; Racine Sucker machine, plunger type—\$150; Stick Candy sizer, 12 grooves, electrically heated—\$200. J. Eddie Candy Co., Inc., Bridgeport, W. Va.

TRAVELING OVERHEAD CRANE, with 75 feet of tracks, 250 lb. automatic lift, with 300 lb. Stainless Steel dump tank. Reasonable. Also—34" National Enrober with 80' economy cooling tunnel and bunker. Box No. 1127, **The MANUFACTURING CONFECTIONER.**

FOR SALE: Racine Sucker Machine; Large 12-Tube Briggs or Wilcox Depositor machine for Hand Rolls or Cocomo Creams, big capacity; Copper Jacket Marshmallow Beater \$65; 1000 lb. Crystal Rack and Screen Pans. Gurley's, 1600 3rd St. N., Minneapolis, Minn.

WE BUY & SELL

ODD LOTS • OVER RUNS • SURPLUS

"Cellophane BAGS"

SHEETS • ROLLS • SHREDDINGS

Cellophane rolls in cutter boxes 100 ft. or more

ALSO MADE OF OTHER CELLULOSE FILM

Wax - Glassine Bags, Sheets & Rolls

Tying Ribbons—All

Colors & Widths

Scotch Tape

Clear & Colors

Diamond "Cellophane" Products

Harry L. Diamond Robert L. Brown
"At Your Service"

74 E. 28th St., Chicago 16, Illinois

FOR SALE—one 3 ft. Savage Cream Beater, Elect. heated Bonbon Pots, Elect. heated Chocolate Warming tanks, Batch Warmers, gas & elec. type, also platform scales. S. Z. Candy Machinery Co., 1140 No. American St., Philadelphia 23, Penn.

GREER 24" COATER, newest type, with automatic Feeder, Bottomer, 50 ft. Cooling Tunnel, 90 degree Turntable, 40 ft. Packing Table. Has seen little service. Must be sold immediately. Box No. 1131, **The MANUFACTURING CONFECTIONER.**

MACHINERY FOR YOUR PLANT: Hayssen 7-11 Wrapper; DF Bar Wrapper; Hohberger Cream Machine, latest type; Racine 32" Depositor, 32" N.E. Coater; Werner Fully Automatic Roll Machine. Box 1129, **The MANUFACTURING CONFECTIONER.**

NATIONAL EQUIPMENT ENROBER, practically new, with feeder, bottomer, temperature control, refrigerated cooling tunnel and packing table. Was in operation for very limited time. Box No. 1128, **The MANUFACTURING CONFECTIONER.**

BARTON AUTOMATIC PLASTIC MACHINE, with Batch Roller, Sizer, Cooling Conveyor and dies. In fine condition. Box No. 1026, **The MANUFACTURING CONFECTIONER.**

FOR SALE: 2,300 gal. Liquid Sugar and 1,600 gal. Corn Syrup Tanks. Practically brand new. If you need tanks, this is your bargain. Eppy, 9-15 144th Place, Jamaica, N. Y.

HOHBERGER CONTINUOUS COOKER, 1500 lbs. hard candy per hour. Cooker used less than six months. Good buy. Box 1126, **The MANUFACTURING CONFECTIONER.**

HUDSON SHARP CAMPBELL Automatic cellophane Wrapper. In excellent operating condition. Box No. 1130, **The MANUFACTURING CONFECTIONER.**

ROSE 500 RAF WRAPPER. Just taken out of operation. Fine condition. Box No. 1028, **The MANUFACTURING CONFECTIONER.**

TWO MODEL K KISS MACHINES, one late and one old model. Priced right. Leo M. Baer, P. O. Box 541, Monroe, La.

LYNCH WRAP-O-MATIC BAR WRAPPER. A real good buy for the man who needs it. Box No. 1029, **The MANUFACTURING CONFECTIONER.**

MACHINERY WANTED

WILL PURCHASE FOR CASH
L. P. Pop Wrapping Machines.
Box No. 1022, **The MANUFACTURING CONFECTIONER.**

WANTED: Hayssen Carton Wrapping Machines, all sizes. State serial numbers and asking price. R. G. White Engineering Co., 1338 Atlantic Ave., Brooklyn 16, N. Y. Telephone-NEvins 8-6897.

HELP WANTED

SUPERINTENDENT on the west coast has fine reputation for handling personnel, and producing quality candies. Experience in large retail and wholesale plants, understands plant organization, economical production methods and modern equipment. Excellent references. Box 1122, **The MANUFACTURING CONFECTIONER.**

SALESMEN to sell highest quality homemade buttermints, 2½ oz. bags, 14 oz. and 7 oz. cans, wholesale and jobber trade sideline, or full time. 14 states open. Must be good representative or broker. Box 1125, **The MANUFACTURING CONFECTIONER.**

NEED ASSISTANT TO COST ACCOUNTANT and Accountant for Chocolate manufacturing plant near Philadelphia. Age 25 to 40. State age, education, experience and salary desired. All replies confidential. Excellent opportunity. Box 1124, **The MANUFACTURING CONFECTIONER.**

CHEMICAL ENGINEER with 6 years experience in confectionery field. Well versed in quality control, sanitation, product and methods development. Currently employed with bar goods manufacturer. Box No. 1121, **The MANUFACTURING CONFECTIONER.**

POSITION WANTED

YOUNG MAN, nephew of a member of the Board of the German Candy Association, is interested in coming to America to work as an apprentice in a general line candy factory. In turn, the German manufacturer with whom he is connected would be willing to have the American company send an apprentice to the factory in Germany on a reciprocal basis. Contact Hans F. Dresel, 15 Lombard Street, Philadelphia 47, Penn.

BUSINESS FOR SALE

WELL ESTABLISHED BUSINESS on one of the business corners in vicinity of Buffalo, N. Y. Luncheonette, home made candy, soda fountain; modern front; latest of all equipment, only 4½ years old. Small, new, modern candy factory and ice cream plant in building connected to store. Wholesale and retail. Long lease. Gross sales last year \$141,000, and increasing each year. Legitimate reason for selling. Reply to Ira Powaner, 17 Court St., Buffalo, N. Y.

CANDY FACTORY AND HOUSE TO HOUSE BAKERY, well established. Gross \$300,000 yearly; excellent net. Owners retiring. Priced to sell. Box 1123, **The MANUFACTURING CONFECTIONER.**

CHOCOLATE PACKAGE GOODS PLANT, high grade. Business increasing this year. Owner retiring. Box 1021, **The MANUFACTURING CONFECTIONER.**

THE MANUFACTURING CONFECTIONER

coast has
personnel.
Experi-
e plants.
onomical
a equip-
122. The
ER.

y home-
s. 14 oz.
d jobber
es open.
broker.
G CON-

COUNT-
ate man-
ia. Age
perience
confiden-
124. The
ER.

ears ex-
d. Well
on, prod-
Currently
ufacture.
CTURING

ember of
y Asso-
o Amer-
general
German
connected
American
the fac-
al basis.
rd Street,

on one of
of Buffalo,
e candy,
est of all
d. Small.
ce cream
a. Whole-
oss sales
ing each
g. Reply
alo, N. Y.

USE TO
ed. Gross
wners re-
e MANU-

PLANT.
sing this
e MANU-

CTIONER



Pro
Sin
Cr

Sava
style,
oval
Beate

6-S
Do u
Pate
Mix

5-
Act
Mix

D
F

UNION

Rebuilt
Machinery
Established 1912



FOR SALE

Priced To Move

AT UNHEARD OF BARGAIN PRICES

The Finest Equipment Available

High Grade—Modern Confectionery Machinery

formerly used by

Shotwell Mfg. Co. • Huyler's

Chicago, Ill.

New York

"The Cream of Their Equipment"
and other prominent manufacturers

BUY NOW AND SAVE

Practically BRAND NEW
Simplex 2-Way Tilt Steam
Cream Vacuum Cooker.

Savage 200 lb. late-
style, stainless steel,
oval top Marshmallow
Beaters, motor driven.

6—Savage 50 gal.
Double Action,
Patent Tilting Type
Mixers.

5—Savage 60 gal. Double
Action, Steam Jacketed
Mixers, with outlets.

Dubin Type Fire Mixers with
Furnaces and Kettles.

Never before
have we had such
a large selection of
practically new machinery. Here's
your best opportunity for substantial
savings on the finest equipment available.

Quantities Are Limited

**These Offerings Are Subject to Prior Sale
ACT PROMPTLY FOR CHOICEST SELECTION**

Over 5,000 Machines in Stock

*Write us for all your
machinery requirements*

We need the space

**NO REASONABLE
OFFER REFUSED**

Package Machinery Co. Model
K Kiss Wrapper, with fan-tail
twist ends.

Huhn Starch Dryer and Cooler.
LESS THAN 3 YEARS OLD.
Complete with full equipment.
Installed to operate with Mogul.

NEWEST TYPE National Equipment M-
100 Mogul, with D-100 Depositor,
Hydro-Seal Pump Bar, Harmonic Motion,
Currie automatic Starch Tray Loader
and Currie Stacker. Latest type Hapman
Starch Conveyor. Allis Chalmers Low-
Head Sifter.

PRACTICALLY BRAND NEW National
Equipment Streamlined 24" and 34"
Enrobers, with automatic Feeders, Bot-
tomers, Temperature Controls, individual
refrigerated Cooling Tunnels, Packing
Tables. LESS THAN 3 YEARS OLD.

PRACTICALLY BRAND NEW Greer 24"
Coaters, with automatic Feeders, Bot-
tomers, Temperature Controls, refriger-
ated Cooling Tunnels, 90 degree Turn-
table, Packing Tables. LESS THAN 3
YEARS OLD.

Package Machinery Co.
DF1 Bar Wrapper, with
electric eye.

Lynch Wrap-O-Matic
Wrapper, with elec-
tric eye and card-
board roll feed.

Stokes and Smith Model A Trans-
wrap Machines.

Package Machinery Co. Model
22B Hard Candy Wrappers.

UNION CONFECTIONERY MACHINERY CO., INC.

318-322 Lafayette St.
167 N. May St.

Canal 6-5333-4-5-6
Seely 3-7845

New York 12, N. Y.
Chicago, Illinois

Confectionately Yours

The little girl who used to grasp a penny firmly in one hand and press her nose against the glass in a candy counter, has now grown up and can be seen at a meat counter with the same look on her face as she clutches a \$10 bill.

The supply salesman was dumb-founded when he found this order on his desk, taken by his brand new secretary: "5 cases of horrid butter." (You know it was a candy man calling, and he needed some hard butter.)

"And now, gentlemen," continued the congressman, "I wish to tax your memory."

"Good Lord," muttered a colleague, "Why haven't we thought of that before?"

A man who isn't fired by enthusiasm is apt to be fired with enthusiasm.

CONVEYORS

Corrigan bulk dry sugar handling and storage systems convey sugar from unloading point to storage and from storage to production.

Improve production facilities
Lower operation costs

J. C. CORRIGAN CO. INC.

41 Norwood St., Boston 22, Mass.

STANcase
STAINLESS STEEL
EQUIPMENT

MODEL
No. 18
Inside
Dimensions
Length - 43 1/2"
Width - 22 1/2"
Depth - 16"



Sanitary

**STAINLESS STEEL TRUCKS
FOR FONDANT CREAM &c.**
Write for descriptive literature of this, and other models available for immediate delivery.

Manufactured by
The Standard Casing Co., Inc.
121 Spring St., New York 12, N. Y.



Advertisers' INDEX

Acme Copper-smithing Co.Oct. '52
Allmetal Chocolate Mold Co.69
Ambrosia Chocolate Company68
American Food Laboratories, Inc.Oct. '52
American Machine & Foundry Co.35
Amsco Packaging Machinery, Inc. July '52

Baywood Manufacturing Co., Inc.59
Blanke-Baer Extract & Preserving
Co.Sept. '52
Blumenthal Bros. Chocolate Co.Oct. '52
Bridge Food Machinery Company59
Burke Products Company, Inc.Oct. '52
Burrell Belting Co.Oct. '52

Wm. A. Camp Co., Inc.Aug. '52
California Almond Growers Exchange 15
Carle & Montanari, s.a.53
Fred S. Carver, Inc.55
Chocolate Spraying Co.Sept. '52
Cincinnati Aluminum Mould Co.63
Clinton Foods, Inc.6
Confection Machine Sales Co.Oct. '52
Conover Mould ServiceJuly '52
Cooper Paper Box Corporation40
Corn Products Refining Company, Inc.
.....Oct. '52
J. C. Corrigan Co., Inc.72
Crystal Tube Corp.49
Currie Machinery CompanyOct. '52

The J. H. Day CompanyJune '52
Diamond Cellophane Products70
Dodge & Olcott, Inc.7
The Dow Chemical CompanyOct. '52
Durkee Famous FoodsSept. '52

Eastern Can CompanyAug. '52
Economy Equipment Co.59
The Electric Auto-Life Co.61
Empire Box Corporation31
Exact Weight Scale Company42
Exterminator Corp. of AmericaJuly '52

Felton Chemical Company, Inc.Oct. '52
Florasynt Laboratories, Inc.58
Fritzsche Brothers, Inc.4
R. E. Funsten Co.69

Robert Gair Company, Inc.42
J. Alan Goddard Ltd.Oct. '52
Green Mfg. Co.Oct. '52
J. W. Greer CompanyOct. '52
Gunther Products, Inc.8

Hayssen Mfg. CompanyOct. '52
Heekin Can Co., The40
Hooten Chocolate Co.Oct. '52
Hubinger Co.54
Hudson-Sharp Machine Co.36

Ideal Wrapping Machine Company ...49
Industrial Packaging Co., Inc.43

Jiffy Manufacturing CompanyAug. '52

Kiwi Coders Corp.36
H. Kohnstamm & Company, Inc.12

J. M. Lehmann Company, Inc.Oct. '52
Alfred E. Leighton58
Leighton Book64
Lynch Corp., Packaging Machine
Division37

Magnus, Magee & Reynard, Inc.11
Matthias Paper Corp.46
Merckens Chocolate Co., Inc.58
Milprint, Inc.42

National Aniline Division Allied Chemical
& Dye Corporation17
National Equipment CorporationOct. '52
The National Sugar Refining Co. Sept. '52
Nestle Company, Inc., The67
Neumann-Buslee & Wolfe, Inc.86
Norda Essential Oil and Chemical
Company, Inc.4th Cover
Nulomoline DivisionOct. '52

Oakite Products, Inc.67
Olive Can Company45, 47

Package Machinery Company28
Penick & Ford, Ltd., Inc.68
Chas. Pfizer & Co., Inc.Third Cover
Polak's Frutal WorksOct. '52

Quincy Paper Box Co.May '52

Racine Confectioners' Machinery Co.26
Radio Corporation of America13
Refined Syrups & Sugars, Inc.14
Riegel Paper Corp.41

Savage Bros. Co.57
Robert E. Savage Co.June '52
Schutz-O'Neill CompanyOct. '52
Self-Locking Carton Co.Aug. '52
John Sheffman, Inc.10, 51
Shellmar Products Corporation50
Solvay Process Division, Allied Chemical
& Dye Corporation59
Southern Pecan Shelling Company9
Speas Company63
A. E. Staley Mfg. Co.Oct. '52
The Standard Casing Co., Inc.72
Wm. J. Stange Co.16
Chas. H. Stehling Co.42
Sterwin Chemicals, Inc.Second Cover
Sugar Information, Inc.Oct. '52
Sunkist Growers19
George H. Sweetnam, Inc.44

R. C. Taft Co.61
Thilmany Paper Co.34
Tompkins Label ServiceMay '52

Union Confectionery Equipment Co.71
Union Starch & Refining Co.18
U. S. Automatic Box Machinery Co.,
Inc.39

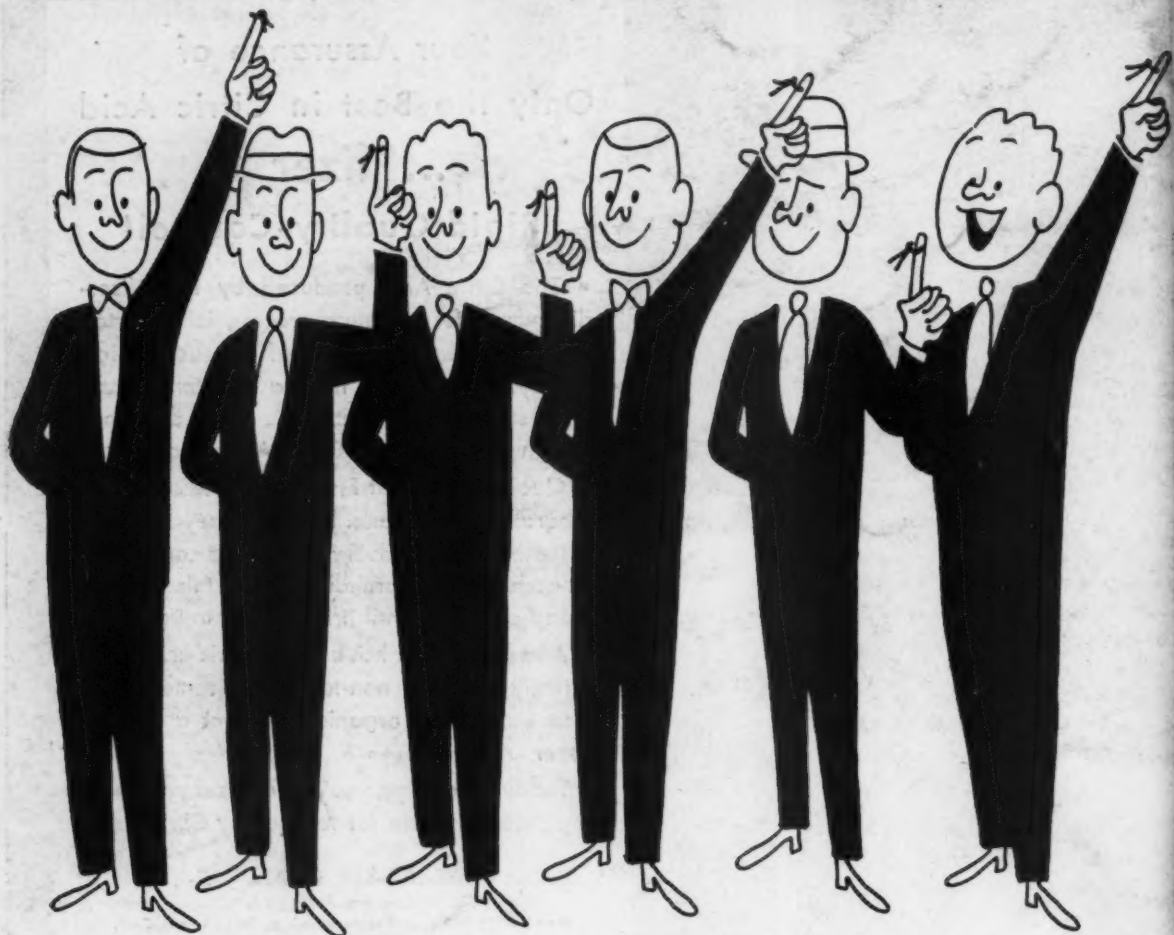
Vacuum Candy Machinery Co.26
Van Ameringen-Haebler, Inc.3
Voss Belting & Specialty Co.Oct. '52

Wilbur-Suchard Chocolate Company
Inc.60
Wood & SelickJuly '52

PFIZER

Page 73

How to make your food product a favorite



*Don't forget to
Flavor it with NORDA FLAVORS*

Use Norda Flavors—true to type, true to taste. Concentrated richness makes both genuine and superior imitation Norda Flavors go farther and save money for you. Ask for free samples.

For "A favorite to flavor it" come to

Norda ESSENTIAL OIL AND CHEMICAL COMPANY, INC.
601 West 26th Street, New York 1, N. Y.

CHICAGO • LOS ANGELES • ST. PAUL • MONTREAL • TORONTO • HAVANA • MEXICO CITY • LONDON • PARIS



INC.

PARIS